

Broadcaster

Asia-Pacific Institute
for Broadcasting Development
Kuala Lumpur, Malaysia

January 2016
VOLUME 15 NO.1
ISSN: 1675 - 4751



Strengthening Media Development Initiatives



Catalyst for Positive Change in Media Development

AIBD welcomes 2016 with a renewed commitment to its initiatives in media development. Its efforts will continue to focus, among others, on three core activities: developing AIBD's capacity to deliver services appropriate to its members' needs, providing diverse training opportunities to upgrade skills of broadcast staff at various levels, and supporting relevant advocacies to enhance media's role in societal development.

This issue of the *Broadcaster* reflects those efforts.

To build the strength of the organisation, AIBD remains committed to the demands of the Quality Management Certificate, ISO BCP 9001:2010. The ISO certificate was recently re-issued to the Institute, a reflection of its competence and credibility in pursuing initiatives in media development in the region.

To operate effectively and consolidate its operations, AIBD continues to source additional partnership and support from current and potential partners. In recent months, it has engaged with ABU to tap each other's expertise in upgrading skills and competence of members in various areas of broadcast operations. When attending recent industry assemblies, AIBD officials seized opportunities to talk with old and new partners on prospective collaborations.

The Institute is also beefing up its research capability by launching this year the AIBD Annual Media Research (AAMR) project, an initiative that covers research and comparative studies of the state of broadcasting and new media in Asia-Pacific. Three surveys are designed to generate key data and statistics regarding the state of electronic media in its member countries. These are the National Media Survey, the Broadcaster Survey and the Audience Media Consumption Survey.

To assist members in human resource development, AIBD, with support from partners and funding institutions, conducted workshops dealing with production of online content for children, fundamentals of broadcast engineering, digital audio basics, HDTV lighting, digital radio transmission, and radio and social media among others. Experts from big and successful media organisations in developed countries shared their expertise and experience in these workshops.

The Broadcaster also highlights some important advocacies that AIBD supports in cooperation with United Nations agencies. Among them is the promotion of the UN 2030 Agenda for Sustainable Development, the 17 Sustainable Development Goals and 169 targets, a global plan of action to create a more sustainable and resilient world by strengthening universal peace and eradicating poverty in all its forms and dimensions by 2030.

AIBD will also assist in the celebration of World Radio Day that will culminate on 13 February 2016. UNESCO launched this event to highlight how important radio is in our lives, in both times of

peace and in times of emergency and disaster.

With the theme "Radio in times of emergency and disaster", the celebration becomes relevant as natural disasters are on the rise worldwide. It encourages stakeholders like media to get engaged, especially those in Asia and the Pacific, home to some of the most damaging disasters in recent decades, with alarming consequences for human welfare.

The Broadcaster also features the agenda of the Asia Media Summit 2016, a platform for discussion and debate on media issues and their impact on industry and society, and for networking among broadcasters. With the theme "New Horizons for Media Content: Asia and Beyond", the AMS will be held at the metropolitan city of Incheon, the third largest city of the Republic of South Korea, on 24-26 May 2016.

In ushering in the New Year, AIBD will work with members and partners to pursue innovative and effective services to members and the media industry, in order to strengthen its role as a catalyst for positive change in media development.



AIBD Annual Media Research Project Starts in 2016

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

ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT



National Media Survey (based on latest data)

Country Name: _____

Total Population in Country: _____ Official Languages: _____

Number of Television Stations: _____ Number of Television Sets: _____

Number of Cable TV Subscriber Households: _____ Television Sets Per 1,000 People: _____

Number of Radio Stations: _____ Number of FM Stations: _____ Number of AM Stations: _____

Number of Radio Receivers: _____ Radio Receivers Per 1,000 People: _____

Number of Mobile Phone Users¹: _____ Mobile Phone Users Per 1,000 People: _____

Population with Internet Access²: _____ Internet Access Per 1,000 People: _____

Number of People with Computers (PC/laptop/tablet): _____ Computers Per 1,000 People: _____

Number of Social Media Users³: _____ Main Social Media Websites: _____

Please provide contact person's details:

Name: _____ Email: _____

Position and Department: _____

Authorised by:

Name: _____ Email: _____


Position: _____

Ministry: _____

Signature: _____ Date: _____

1: Users of any handheld mobile device, including standard cellphone or smart phone
2: Population with access to worldwide Internet either through computer or handheld device
3: Users who have a personal account on a local or international online social media platform. If a user has multiple accounts, this user is counted as one user.

ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT



Audience Media Consumption Survey (in capital city only)

Age: _____ Gender: Male Female Number of family members in household: _____

Does your household own a TV? Yes No Does your household own a radio receiver? Yes No

Do you have daily access to Internet? Yes No Do you own a smart phone? Yes No

Do you stream video on your phone? Yes No Do you read/view news content on your phone? Yes No

Please indicate which news sources you used yesterday (can tick more than one):
 Newspaper Radio TV Online Print Online Video

What is your preferred broadcast news source (can tick more than one):
 Public/government Private International

What is your preferred programming format? (can tick more than one):
 News Drama Comedy Educational Game show
 Other _____

Daily Average Media Consumption

Media Type	Less than 1 Hour	1 - 2 Hours	2 - 4 Hours	More than 4 Hours
Newspaper or Magazine				
Radio				
TV				
Online/Mobile				

This form, when filled, is to be used by your organisation to generate the results summary. No need to return the individual forms to AIBD.

AIBD will launch this year the AIBD Annual Media Research (AAMR) project, an initiative that covers research and comparative studies of the state of broadcasting in Asia-Pacific and of other broadcasting issues relevant to its member countries. Under this project, the Institute will organise the collection, analysis and dissemination of information on broadcasting and related topics.

For its launching activity, the AIBD will conduct three surveys that will generate key data and statistics regarding the state of broadcasting in all its member countries. Different organisations will serve as respondents for these surveys.

The AAMR fulfils AIBD's mandate under the Agreement establishing the Institute and amended in July 1999 that calls on the Institute to promote discourse and dialogue to influence electronic media

policy in the Asia-Pacific region, and collaborate on electronic media research.

This project was first announced to members at the 41st Annual / 14th General Conference held in Chiang Mai, Thailand from 18 to 20 August 2015.

The first activity is the National Media Survey that will be sent to the respective Ministries of Information and Communication of the 26 AIBD member countries. This survey will generate statistics on the nationwide state of broadcasting, such as the total number of TV/radio stations, total population with TV sets and radio receivers, etc.

The Broadcaster Review Survey will be the second initiative that aims to solicit information from AIBD members and affiliates about their specific operations, such as whether their transmission is

analogue/digital or FM/AM, number of channels, organisation's use of social media, etc.

The third activity is the Audience Consumption Survey, which will be carried out through the assistance of the broadcast training and research institutions in the Asia-Pacific region. It will generate data on audience media consumption habits, such as the average use per day of TV, radio and social media, among sample populations to be conducted by the institutions, and the results sent back to AIBD.

The three surveys will be sent in January 2016 to the various organisations. AIBD will collect and analyse the survey results and disseminate them at the upcoming Asia Media Summit to be held in Incheon, Korea from 24-26 May 2016.

United Nations Sustainable Development Goals

How Media can Help UN's Agenda for SDGs

By **Mr Jose Maria Carlos**
 Editor, Broadcaster Magazine, AIBD

Broadcast, print and online media face a new mandate to push forward the United Nations 2030 Agenda for Sustainable Development, a global plan of action to create a more sustainable and resilient world by strengthening universal peace and eradicating poverty in all its forms and dimensions by 2030.

This mandate revolves around three key tasks for media. First, media should help create and disseminate information about the Agenda and its 17 Sustainable Development Goals and 169 targets. Second, media can trigger changes in policy and legislation. And three, media should help bridge the gap between communities and governments in the attainment of this Agenda.

By accomplishing these tasks, media organisations can make a difference in shaping how people think and act about the many development issues that confront their communities.

Fundamental rights such as access to information and freedom of expression, described in Article 19 of the Universal Declaration of Human Rights, are prerequisites to ensure these tasks can be delivered effectively.

AIBD and Development Activities

AIBD is no stranger to supporting initiatives on development, among them the Millennium Development Goals (MDGs), the precursor of the 17 Sustainable Development Goals (SDGs). As a regional non-profit training organisation, the Institute has the mandate to upgrade the competence and skills of Asia-Pacific broadcasters.

Equally important, AIBD has also promoted discussion and debate on development issues through seminars, conferences and training workshops. Some of these activities have generated a list of recommendations to strengthen media's capabilities to meet development



demands, among them the Bangkok Declaration 2003 + 1, an AIBD initiative to help develop a more robust broadcast environment relevant to nation-building.

No less than the United Nations has taken notice of these initiatives by AIBD.

In his inaugural message during the Asia Media Summit in Manado, Indonesia on 29 May 2013, United Nations Secretary General Ban Ki-moon said: *"I commend AIBD for staging this annual meeting and for partnering with the UN on several fronts, including training journalists and promoting awareness about UN priority issues... I urge participants to examine how the broadcast industry can further narrow the digital divide so critical in ensuring that everyone, regardless of income, language or background, could enjoy equal access to information."*

In celebration of AIBD's 30 years of service to broadcasting in 2007, Mr Koichiro Matsuura, former Director General of UNESCO, acknowledged AIBD's efforts to "foster concrete policies, programmes and strategies for engaging and utilising electronic media toward the achievements of international development goals, including the Millennium Development Goals."

Also in the same year, AIBD launched the 1st Asia-Pacific Millennium Development Goals Media Awards, the first media awards of its kind in the region designed to recognise distinguished reporting

on the UN Millennium Development Goals (MDGs). Its major partners in this yearlong project were the UN Economic and Social Commission for Asia and the Pacific (UNESCAP), UN Development Programme (UNDP) and the Asian Development Bank (ADB).

Open to radio, TV, print and online media, journalists from Asia-Pacific sent their materials dealing with tracking progress on the MDGs, offering a human face of MDGs and examining and recommending changes needed in achieving the MDGs.

Such initiatives can be replicated as an effort to generate better awareness and understanding of the 17 Sustainable Development Goals among journalists and to recognise their contributions in advocating for the SDGs.

In a Resolution adopted by the General Assembly on 25 September 2015, UN members resolved to tap all countries and stakeholders, including media, and act in collaborative partnership to achieve this Agenda.

The new Goals and targets came into effect on 1 January 2016 and will guide the decisions the stakeholders take over the next fifteen years.

This Agenda builds on the Millennium Development Goals (MDGs) and commits UN member countries, between now

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The AIBD, in collaboration with its global partners, presents:

THE WORLD TELEVISION AWARDS 2016



Call for Entries

Category Humanity for the Best TV Documentary on:
“Promoting Children’s Rights”

Category Science/Environment for the Best TV Programme on:
“Encouraging Environmental Protection”

“The Winner Prize”, per Award category, consists of:
US\$ 5,000.00 cash, a trophy,
 a certificate and an invitation to the Asia Media Summit 2016

The deadline for the programme submission is **1st April 2016**.
 Information, Criteria and Entry Form are available on AIBD website:

www.aibd.org.my/worldtv

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 How Media can Help UN’s Agenda for SDGs

and 2030, to end poverty and hunger everywhere; to combat inequalities within and among countries; to build peaceful, just and inclusive societies; to protect human rights and promote gender equality and the empowerment of women and girls; and to ensure the lasting protection of the planet and its natural resources. They also resolved to create conditions for sustainable, inclusive and sustained economic growth, shared prosperity and decent work for all, taking into account different levels of national development and capacities.

Guidelines for Sustainable Development Reporting

To assist media in pushing forward the SDGs, it will be worthwhile to examine the following list of editorial guidelines practicing journalists from 28 different Asian and European countries and media experts prepared during their participation in the 9th Asia Europe Foundation Journalists’ Colloquium on Media and the Green Agenda from 9-12 November 2013 in India:

1. Include sustainable development issues in mainstream content
2. Make sustainable development stories matter to the audience

3. Use the audience to tell the story
4. Speak with people about issues that matter to them
5. Test all assumptions with editorial rigour
6. Use story aids to make reporting simpler and more compelling
7. Relate economic stories to sustainable and vice versa
8. Be proactive in uncovering important issues
9. Take a holistic approach with sustainable development stories
10. Use ongoing explanations and clarifications to improve understanding

52nd ABU General Assembly

AIBD Eyes More Support from Partners



Dr Javad Mottaghi (ABU Secretary-General) and his team visit AIBD office

AIBD Director Chang Jin participated recently in the 52nd ABU General Assembly and Associated Meetings in Turkey where he met officials of various international and national media organisations who expressed interest to cooperate with the Institute and support its training activities and the Asia Media Summit 2016 in Korea.

He also met some AIBD members and discussed specific training needs for broadcasters in their respective countries.

On both occasions, Mr Chang welcomed the opportunities for support and assistance, and said AIBD would work closely with these stakeholders to strengthen the Institute's capacity to meet its objectives.

The 52nd ABU General Assembly and Associated Meetings was held in Istanbul, Turkey from 24 to 31 October 2015. Its theme was "Serving Audiences: Empowering the Asia-Pacific". The event was hosted by the Turkish Radio Television Corporation (TRT). More than 500 delegates attended the General Assembly and its Associated Meetings.

In his conversation with Ms Ingrid Deltre, Director General of the European Broadcasting Union, Mr Chang received assurances that EBU will continue to support AIBD activities.

Officials of Radio Television Hong Kong (RTHK), Asia Broadcasting Television Ltd

in Thailand, University of Salford in the United Kingdom, and MNB, the national broadcaster of Mongolia, have said they are also keen to pursue cooperation with AIBD.

On training, Mr Zarin Anzor, Director General of RTA Afghanistan, informed Mr Chang that they would be interested in an in-country or a regional workshop on digital transition.

The AIBD Director also met Mr Riyaz Sayed Khayyum, CEO of Fiji Broadcasting Corporation (FBC), and talked about more media training for Fiji broadcasters.

His trip to Turkey also served as an opportunity to meet AIBD officials, among them Mrs Dra Rosarita Niken Widiastuti, President Director of Radio Republik Indonesia and President of the AIBD General Conference, and Mr Anothai Udomsilp, Director of the Academic Institute of Public Media, Thai PBS, and SPT Chairman. They discussed developments about preparations for AMS 2016 and 2017.

Mr Chang also met officials of the Arab States Broadcasting Union to tackle current and future initiatives between AIBD and ASBU.

AIBD Programme Manager Mr Rabi KC attended the associated meetings, and at the 47th Standing Programme Committee meeting on 27 October 2015, he



AIBD presentation during the ABU General Assembly

presented the report as the associated organisation and briefed participants about AIBD and its joint activities with ABU over the year 2014 - 2015. He also highlighted AIBD's ongoing activities.

At the Technical Committee meeting on 28 October 2015. Rabi presented AIBD's report on the "Useful to Know" session, where he talked about AIBD and its collaboration with ABU. He urged broadcasters to join and support AIBD in its efforts to build capacity of its members.

More than 150 delegates representing broadcasters, media experts and professionals within the region and others around the world attended the meeting.



ASIA MEDIA SUMMIT 2016

24-26 MAY • Incheon • Korea

HOSTED BY:

ORGANISED BY:



MSIP



National IT Industry Promotion Agency



AIBD





ASIA MEDIA SUMMIT 2016

24-26 May • Incheon • Korea



New Horizons for Media Content: Asia and Beyond

Traditional broadcasting is being constantly challenged by changing audience demands, social media and other competing platforms. With these challenges also come tremendous opportunities to penetrate into new markets, be it local, regional or global. Broadcasters must be able to harness new technology, collaborative spaces, and innovative formats to transform their media content for a wider audience. This Summit aims to revitalise, reenergise and reinvent the dimensions for quality media content.

Day One

Tuesday, 24th May 2016

Inaugural Session and Keynote Address

Plenary Session 1

Asian Content Landscape

This session will attempt to map out a broad vision of media content based on present trends and developments in the Asia-Pacific region. It is critical to understand the current status of content industry, production environment in different contexts, support policies from governments and strategies for content development.

Plenary Session 2

ICT and the Evolving Broadcasting Environment

The modes of content creation and distribution have shifted inexorably with the advancement of ICT. This session will feature case studies of changes in the broadcasting environment caused by Big Data, next-generation telecommunications, Internet broadcasting, OTT and more. What are the strategies and best practices to manage these changes?

Plenary Session 3

Compelling Content and New Ways of Telling the Story

How can the dominant issues and events, ideas and emotions of our times be transformed into captivating content? What techniques can broadcasters learn to create content that is original in both concept and format? Audiences are now looking for various platforms that allow them to simultaneously consume and interact with the content. What groundbreaking approaches are being used to create fresh and relevant content for such increasingly selective audiences? This session will feature examples from across the globe of content that breaks the traditional storytelling mould.

Moderated Debate

Diversity vs Diversity: Coexistence of Local Culture and Globalised Content

While the diversity of media followed by the expanded size of the broadcast industry has satisfied the demands of audiences and facilitated industrial growth, massive media groups may be hampering cultural diversity of each country. Is there a balance between maintaining local culture and accepting successful content from the foreign market? Must measures be taken to resist this wave of globalisation, or should all content creators be given a “level playing field”?

Day Two

Wednesday, 25th May 2016

Plenary Session 4

International Joint Production and Investment Strategy

What are the areas of international collaboration available to broadcasters to produce high-quality content and to allow it to reach vaster audiences? This session will look at some success stories of major international joint productions, effective investment strategies and support policies. How can such partnerships be initiated, and what are the associated obstacles?

Plenary Session 5

Monetising Content and Dealing with Copyright Issues

The market for media content is getting more and more complex, particularly with the possibilities of digitisation, online content and multiple platforms. How should broadcasters begin to segment, position, repackage and price their programmes effectively? How can monetary losses due to infringement of copyright be addressed? Can a robust copyright policy be effectively implemented?

Showcasing of Selected World TV Awards Entries

AIBD organises annually the World TV Awards competition with the aim of recognising the crucial role played by media in promoting the awareness of the audience on major issues such as cultural diversity, religious understanding, tolerance and peace. This special session will play a selection of high-quality entries for the World TV Awards 2016, including the winners and runners-ups.

CEO Roundtable

Looking Forward: Vision for Cutting-edge Content

Technological developments, fierce competition and audience choices in the global media industry are posing a crisis for many broadcasters to create content that can have an impact. What are the future horizons of content that will be explored in the coming decade? This session will look to present the big visions from leaders in the industry of how to strengthen competitiveness of media content in the years ahead.

Presentation of the World Television Awards 2016

Closing Ceremony

Day Three

Thursday, 26th May 2016

Visit to KOBA Exhibition / Excursion

Children and Media: The Digital War

By **Mr Yaser Azarparand**

Workshop Interpreter, Islamic Republic of Iran Broadcasting (IRIB), Iran

AIBD, in cooperation with IRIB (Islamic Republic of Iran Broadcasting) and NRK (Norwegian Broadcasting Corporation) organised an In-Country Workshop on Children's TV programmes in Tehran, Iran, from 31 October to 4 November 2015.

The workshop was hosted by IRIB University and attended by 17 participants who were senior children's programmes producers from IRIB centers in different cities as well as graduate students of TV programmes production at the IRIB University. Extensive subjects were presented and discussed, and practical exercises were also conducted during the five-day workshop.

The first issue debated was the present situation in the world of media for children and the digital war that is going on. Every country has to take care of its own unique culture and language regarding the children. The children need to be visible and given space in the media. They are important as human beings and have a place in society.

Theatrical dramaturgy and its elements were reviewed, including discussions on drama, documentary, reportage and reality television.

The workshop offered creative and practical activities such as creative writing and free writing technique exercises as well as practical exercises to increase creativity.

The other subjects presented and discussed were children and identity, and multimedia and transmedia. Transmedia

storytelling represents a process where elements of fiction are used across multiple channels to create a total and coordinated entertainment experience.

The importance of the age groups element should be taken into consideration in the new media world since there are major changes in the way children consume media. These changes have technological reasons.

It was argued that to obtain a national touch to kids' programmes, it is important to invite children to contribute as presenters, actors, news reporters and so on. Casting is also a very important process when it comes to children; the most talented children should be properly selected to make the programme as attractive as possible.

During the workshop, participants watched sample children programmes from around the world, including some IRIB productions.

The final part of the event consisted of group works to plan and prepare a draft for a programme based on the outcomes of the discussions of the workshop. The participants were divided into three groups and each group came up with interesting and new ideas. The groups then started to prepare presentations for their work and subsequently each group presented the results in a creative way. One group played the theatre, another group filmed with a camera and the last group produced a short documentary with editing still images of creative drawings.

"There is a digital war going on. The contestants are fighting for the children's soul and money! If you are not there for your kids, then others will be there."

~ **Kalle Fürst**
Workshop Consultant



The workshop was a resounding success, and during its closing ceremony, participants received their certificates.

Thanks to Mr Kalle Fürst, the consultant of the workshop, everybody in AIBD, IRIB and NRK who planned and supported such a training activity focusing on the importance of the role of children in today's media world.





Regional Dialogue

The United Nations Asian and Pacific Training Centre for Information and Communication Technology for Development (UN-APCICT), in partnership with AIBD, organised the Regional Dialogue on ICTD Capacity Building for Inclusive, Resilient and Sustainable Development in Incheon, South Korea from 1 to 4 December 2015. The event brought together over 70 representatives from governments, development organisations, civil society, media and academia from the Asia-Pacific region, including ten participants from AIBD member organisations in Bangladesh, Bhutan, China, Indonesia, Malaysia, Maldives, Myanmar, Nepal, Pakistan and Vietnam, as well as myself.

The activity focused on the 17 Sustainable Development Goals (SDGs) launched by the United Nations in September 2015, and how different stakeholders can coordinate and focus their efforts to push forward this agenda. Specifically, it looked at how to develop regional and national strategies to implement the SDGs and enhance ICT capacity building.

On the first day, an overview was given of the 2030 Agenda for Sustainable Development and the 169 specific targets of the 17 SDGs. It looked at the role of ICTs in achieving the SDGs and the changing ICT landscape in the region.

The second day examined the theme of ‘resilience’ which features prominently in the SDGs’ framework. Resilience in this context is the capacity for a human settlement to respond to external

ICTD Capacity Building for Inclusive, Resilient and Sustainable Development

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

problems such as natural disasters and rebound to become better. It explored how social media and traditional media can be engaged to bolster efforts for resilient development and disaster risk management. Related to this, I was the chairperson for a session on ‘*How Social Media is Shaping Traditional Media*,’ exploring the link between social media and broadcasting, particularly in disaster scenarios. The speakers for this session were Mr Lei Wang, Director of Office of Planning, China National Emergency Broadcasting Unit, China National Radio and Mr Anthony Frangi, Senior Media and Communication Consultant, Australia.

The third day focused on the theme of ‘inclusiveness’ and the new project launched from APCICT, Women and ICT Frontier Initiative (WIFI) which aimed to build the ICT capacities and improve policy and regulatory environment for women entrepreneurs.

The final day was a roundup of the proceeding of the past three days. I moderated an interactive round-table



discussion among media participants on the media’s role in helping to disseminate messages on the SDGs, promote ICT initiatives and utilise social media. The participants suggested that SDGs should be promoted by media in conjunction with government, NGOs and civil society as a coordinated campaign rather than in silos. The content should be communicated in an effective manner, through drama, documentary or talk show formats, without being dry or irrelevant. The feedback from this roundtable was then communicated to the rest of the gathering as policy suggestions.



Media Training, a Breath of Fresh Air

By **Mr Brandon Oelofse**

Senior Trainer for International Media Training Centre of Radio Netherlands Worldwide (RNTC)

A blanket of thick brick-red smog hangs over the Chinese capital. The government issues the first red alert for exceptionally high levels of pollution. Schools are closed as children are sent home, Airplanes are grounded and cars with specific licence plates are not allowed to drive. So begins the fifth day of training of the joint workshop organised by the Radio Netherlands Training Centre (RNTC), Asia-Pacific Institute for Broadcasting Development (AIBD) and State Administration of Press, Publication, Radio, Film and Television (SAPPRFT), China.

For the past five days, the participants of the course have been safe in a bubble of conditioned and filtered air, safe from the toxic atmosphere of the city. Today, however, they will need to leave the training room and put into practice their training.

The predictions point to the air conditions

being worse in the upcoming days, just in time for the practical assignments. Despite the air quality warnings, there is excitement in the workshop, as the participants gear up to create stories based on new persuasive storytelling theories learnt over the last week. The delegates from Bhutan and various districts across China, India, Pakistan, Vietnam, Indonesia and Sri Lanka will head out and create new stories from Beijing.

Donning the compulsory filtered masks, three teams hit the streets to get a story. Two teams will be recording video whilst the third will do a radio broadcast. Despite the risks, they are positive to test their learning with simple video and voice recorders.

They have much to be excited about, for many participants the training breaks the

conventions and patterns of producing information-heavy programming, putting the audience's needs and realities at the centre of the programme. The training titled "How to make an Impact with Every Programme: 21st century media theories and skills" was developed by the RNTC and tailored to the needs of AIBD and SAPPRFT.

I delivered the training over two weeks at the SAPPRFT training base in Shunyi.

Pradeep Agnihotri, a participant from India, commented that the training "was enlightening to the different formats of broadcast and that daily programme challenges are now simpler and can be made more effectively".

Wang Xuesong, a CCTV writer, said that the training course was impressive and that, "having the chance to exchange views with talented people in the media industry was a great pleasure".

On the eve of the presentation of their completed projects, teams edited late into the evening, getting their projects perfect. That night it snowed in Beijing and a light breeze came from the East to blow away the smog. In the morning, the skies were clear and everyone breathed a sigh of relief. At the end of the training, each team presented their work. Two television productions and one radio broadcast demonstrated that the participants not only had acquired the learning, but also that they were on their way to mastering it.

Engineering Fundamentals for Broadcasters

By **Mr Rabi KC**
Programme Manager, AIBD



environment were explained. High definition TV to ultra high definition, and radio and TV Transmitter to DVB T/T2 and MPEG video schemes and standards were also discussed.

File format and codecs used in broadcasting were explained. A few practical demonstrations were shown where a file is converted from one format to another and discussions were held on how it affects the quality and size. Engineering techniques and applications have helped veterans to embrace and handle these with confidence.

On the last day of the workshop, participants had the opportunity to tour RTM for half a day, where they visited the radio and TV studios and experienced RTM's existing technology.

The workshop was specially designed for young talents who are working in the broadcast industry. Thirty broadcast engineers and technical staff from thirteen countries attended the workshop. The resource persons for the workshop were Dr Amal Punchihewa and Ahmed Nadeem from ABU and Li Bin (Eric) from Rohde & Schwarz.

AIBD in collaboration with the Asia-Pacific Broadcasting Union (ABU), organised a five-day regional workshop on Engineering Fundamentals for Broadcasters in Kuala Lumpur, Malaysia from 30 November to 4 December 2015.

The workshop aimed to provide knowledge of basics of engineering fundamentals for broadcast engineers and technical staff who are beginning their careers. The topics covered in the workshop were audio/video fundamentals and concepts behind it, analogue to digital conversion and their concepts and the latest changes and advancements in broadcast technology. IT's vital role in broadcasting, IT integration and network





AIBD in conjunction with Google Inc. organised a half-day In-Country Seminar on Google News Lab in Kuala Lumpur on 5 November 2015. The activity brought together 21 producers, reporters, video editors and new media journalists from Radio Television Malaysia (RTM), Astro, Bernama, Al-Jazeera and the Tun Abdul Razak Broadcasting and Information Institute (IPPTAR).

The seminar at Google Inc.'s Kuala Lumpur office introduced participants to the Google News Lab online platform and its features that would benefit journalists. It was conducted by Mr Nicholas Whitaker, Outreach Manager for Google Inc., based in the US.

AIBD continues to encourage and help its members to explore new and effective tools and technology to enhance their quality of broadcast journalism in a digital age. The Institute recognises Google Inc. as one of the leaders in the field of technology and web-based services. AIBD seeks to present different online platforms and applications offered by industry leaders for journalists among its members, such as News Lab.

During the seminar, Nicholas explained the specific tools of News Lab, including research tools to develop a journalist's

Google News Lab for Journalists

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

story, visualisation tools to enhance the story, distribution tools to circulate the story and analytical tools to improve engagement. Specific applications for Google Search, Google Trends, Google Earth and Google Maps were discussed in detail. Examples were given of how news coverage of environmental phenomenon or forest degradation can be enhanced by showing Google Maps video of the changes in the landscape over time.

Along with this, Nicholas explained 360-degree video capturing technology and Youtube scrolling applications and how they can be used by journalists for compelling storytelling. He explained how journalists can cover a panoramic view of the surrounding in disasters situations,

war-torn areas and protests, and this gives viewers a much more intense and intimate understanding of the news story. Even 360-degree still images can be incorporated into web pages to allow for more audience interactivity.

Participants expressed their interest and satisfaction with the seminar content, and how it opened their minds to the different possibilities of data journalism and creative visualisations of data to enhance their stories, using Google's publicly accessible tools. For the video applications, the problem though for participants from developing countries would be limitations in their use of large bandwidth in accessing these tools.



Sub-regional Workshop

Effective Digital Radio Transmission

By **Rabi KC**
Programme Manager, AIBD

The Sub-regional workshop on Digital Radio Transmission organised by AIBD in collaboration with Prasar Bharati and National Academy of Broadcasting and Multimedia (NABM) was held in New Delhi, India from 12 to 16 October 2015. The workshop was designed specifically for engineers and technicians involved in the operation and maintenance of radio broadcasting stations.

The five-day workshop covered topics such as the world scenario comparative analysis of digital radio broadcast transmission, digital audio and various audio file formats and standards, principle of audio compression, MPEG standards and advance audio coding, digital modulation techniques, COFDM, forward error correction (FEC) in DRM, DRM technology, digital measurements, demo on DRM Transmitter, feeder line and antenna system for DRM transmitter and Digital Radio/DRM receivers.



At the end of the workshop, participants got an opportunity to visit Khampur/Nangli DRM Transmitter site in Delhi. Resource persons for the workshop were from Prasar Bharati and National Academy of Broadcasting and Multimedia.

A total of thirteen participants, including nine from the engineering department of All India Radio, India and one participant each from Iran, Mozambique, the Philippines and Vietnam attended the workshop.





Digital Audio Basics Training at TVRI

By **Ms Cosmalinda Simanjuntak**
 Programme Planning Manager, Televisi Republik Indonesia Training Centre (TVRI TC)

The Digital Audio Basics Workshop was the last but most appreciated training programme that TVRI conducted in 2015 collaboration and cooperation with AIBD and the Korean Broadcasting Service (KBS).

Two consultants from KBS, Mr Moon Yong-Seok, expert in audio production, and Mr Eun Tac-Ki, specialist in audio systems, conducted the workshop which had 16 soundmen from TVRI national and local channels as participants.

Several important concepts in digital audio including sampling, audio file formats, codecs and effects were introduced during the workshop held at the TVRI Training Centre Jakarta from 16 to 20 November 2015.

The KBS consultants conducted

the workshop in an effective way and designed the class for delivering theory and practice. There was a highly spirited participation during the workshop which discussed audio production that requires not only mere technology, but also art and creativity, and audio system focusing in audio quality. Audiovisual quality coupled with creativity is one of many factors to win the competition in the broadcast industry.

During the five-day workshop, the participants gave their full attention to understand the principles of digital audio basics and work effectively with digital audio in broadcasting field and others. Regarding audio production, Mr Moon Yong-Seok presented the audio digital technique production as well as the principle and philosophy behind it.

Two sides of audio digital basics were

delivered to participants – audio production and audio systems.

The two consultants who have worked for 20 years in this field shared their knowledge and expertise in the class. The participants became aware that aside from building their technology capability they should also be creative and more artful to convey their job output in many programme genres and audio quality for the station.

The Digital Audio Basics In-Country Workshop gave insight for TVRI participants that their job in production is not only about becoming good technicians and engineers; it is also about realising that as sound artists they can contribute feeling and audio art to enrich the programme in reaching its objective, whether to entertain, inform or educate.

The workshop also highlighted the responsibility of the participants to handle their job in maintaining audio quality in a proper way.

We appreciate this cooperation and collaboration with AIBD and KBS, hoping that in the future we can create another workshop in a different field.

In-country Workshop

Meeting the Happiest People of Fiji

By Mr A Ravi Shankar
Programme Manager, AIBD

Ni Sa Bula Vinaka!
(A warm hello in the local Fijian language)



A survey by Win/Gallup shows that Fijians are the happiest in the world at 93%. Other similar surveys had pointed to Switzerland as the happiest, so a visit to Fiji was a firsthand way of knowing.

The ABU-AIBD-TPBS-FBC In-country Programming Workshop gave me an opportunity to see this beautiful country and meet its interesting people. They say the first impression is the lasting one, and it seems the Fijians know this very well. At the Nadi airport, after a long journey, we were greeted by local singers in their traditional attire. Though I was tired, this gesture did bring a smile in my face.

Walking out of the airport, Joe, the FBC's driver greeted me pleasantly, even as he made sure that I was indeed the person he had come to receive. Though arranging lunch for me was not part of his duty, he

took it upon himself to do so. After that we began our four-hour journey from Nadi to Suva. Initially, I wasn't very happy at the thought of having to travel four more hours, but as the scenic beauty of the place unfolded, I was spellbound. Due to smooth driving and my tiredness, I did fall asleep a few times during the journey, but each time I woke up, I was awed by the beauty of the scenery.

Nature's beauty cannot be expressed in words... but let me make an attempt. The road on one side had mountains and on the other the coast. Lush green surroundings only made the scenery look more attractive. The houses and hotels here were single storied keeping the surrounding in mind, not densely packed.

My impressions about the people only became stronger as I reached the hotel and

later met the people at Fiji Broadcasting Corporation. The Fijians came across as kindhearted as on a couple of occasions I found strangers going out of their way to help and offer advice, after knowing that I am from India.

Talking of India, one can find a sizeable population of people of Indian origin in Fiji. Over the years, the Hindi they speak has changed and given rise to a new form of Hindi, 'The Fijian Hindi'. Hindi puritans may not be too happy with this local language, but given that it can be understood by most people in Fiji whether they are from Indian origin or not, I would say that Fijian Hindi is a success.

Hindi is not the only connecting factor. One can find Indian food, Indian Temples and Indian products in this beautiful country with a population of less than a million people.

A country with a low population and with beautiful scenic surroundings obviously has a very soothing effect on the minds of the people. May be that is the reason for their being happy.

Though this article is not about places to visit and things to do in Fiji, I would suggest to go to the islands and spend some time with the locals to know more about their culture. The opportunities to enjoy a trip on a cruiser, watch the corals and do snorkeling all exist in Fiji. Of course do not forget the Bula shirts and local handicrafts.



HDTV Lighting Workshop at Uzbekistan MTRK

By **Mr Sahat Amin**
Broadcast Lighting Trainer, Malaysia



The expectations for the AIBD/Uzbekistan MTRK In-country Workshop on HDTV Lighting, held from 12 to 16 October 2015 in Tashkent, Uzbekistan were high. And it was indeed a challenge to live up to these expectations. My attempt was to satisfy the needs of the trainees through classroom lectures, case studies, studio activities and examples.

Getting Started

After introducing the key contents of the training to the participants, I began with an activity to observe a subject with two eyes and one eye to differentiate the amount of lights required by our eyes. This activity demonstrated that the camera lens requires a standard amount

of illumination to give detail of the subjects and the participants responded with varied opinions. The sharing of these experiences and knowledge highlighted their interest in the subject. The session also helped in breaking the ice between the participants and trainer. 16 participants attended the course. These lighting specialists had work experience ranging from 5 to 25 years.

Objectives of the Training

The training was structured to help the 16 participants in two ways. One to enable them to handle problems each one of them faces while lighting for TV studio productions and two, to make them specialists in HDTV lighting setup and operations.

Course Programme

Despite using a translator for the workshop, all the course objectives were met. The objectives included being able to define the general ideas about lighting setup for HDTV studios, using the right lighting materials for specific productions, light measurement tools, identifying key lighting elements, enhancing programme feel through lighting, adopting principles of lighting to different situations and blending light. Of course the planning required for lighting up for a specific production was also discussed.

Skill Application

All 16 participants felt that this training was useful to their current work and would help their future as well. They felt that the newly acquired knowledge will enable them to improve production standards. They also believed that they can share and transfer the skills learnt to workmates. Further, they said that the course would improve their programmes, which would in turn give many benefits to their organisation. The methodology to practice the setup process using correct techniques, tools and key elements itself proved to be useful.

For me as a trainer, the workshop was a satisfying experience. I am confident that the participants would be able to put the skills learnt to good use. Uzbekistan MTRK not only thanked me for the workshop, but also chose to run a small news story on it.



Regional Workshop

From 19-23 October 2015, AIBD and Hosok Bunka Foundation organised a regional workshop on web content for children in Kuala Lumpur. Participants from Sri Lanka, Nepal, Laos, Malaysia, Pakistan and Myanmar met to learn more about what's going on across the world, particularly in different Asian countries, what are the best practices, and how to build up and publish content for children.

I come from Norway that boasts of an advanced economy and technology, and a lot of resources put into children's programmes. Every house with children has access to high speed Internet. At home, we have 80 Mbit/s and even in my cabin up in the mountain, we have a speed of 30 Mbit/s. In the age group of 10 - 12 years, 98% of the children have a smart telephone. About 20 % in the age group 3-5 years has a mobile.

NRK Super, the national public service children's channel in Norway, was established in 2007 to offer a Norwegian alternative to all the international commercial children's channels. Today, it has a higher market share than all the Disney's Channels put together.

If we look into the media world for children today, there is a war going on – a digital war. Media channels are fighting for the soul and the money of everyone, but especially of the children's because they are the future in every country.

Every country should take care of its own culture and language. If you are not there for your children, others will be there.

Today, this war has moved to the web. NRK Super uses a lot of resources on the web because the children are moving their viewing from traditional TV to viewing on the web. Today 37% of the viewing is on the web.

In many Southeast Asian countries, the situation is the other way around. The Internet is not serving the whole country. Its speed is slow, and the public service companies give not enough little priority to children's programmes.

I know this because I have been working in Asia over the last 20 years. But I didn't know that the situation was so surprising

Creating Web Content for Children

By **Mr Kalle Fürst**

Consultant for Norwegian Broadcasting Corporation (NRK) and Director of Fürst & Father Film and TV Ltd., Norway



as reflected from the presentations of the workshop participants.

Only one of the participating countries has web content for children – and this website is very complicated to find. You have to be competent in web searching to find it. Others have nothing on their own website but some of them have a few children's programmes on YouTube.

I know that the situation is different in many of the countries in Southeast Asia from Norway. But in a few years, this will change. As conditions improve, you have to prepare for it.

If the national channels don't give priority to the traditional channels and to the web, they will pave the way for children growing up and learning the values from the commercial children's channels, not your own history, religion, language and culture.

During the workshop, we worked in groups to make a strategy on how to fight for national content for children, both on traditional TV and on the web.

They also practised how to set up and

publish their own YouTube channel. All the participants worked out a strategy for content for children, web publishing and arguments for giving priority to children.

I worked with a great group of professional TV producers. I am sure they will do a lot of good work in their countries and for their children.

Release Yourself to be Creative

One of the activities during the AIBD/HBF workshop was a creative writing exercise called 'Five Liner'.

The reason why I do this kind of exercises:

When we try to be creative, we are often blocked by censoring ourselves – we want to be perfect – right away. (This is the culture in many countries – especially in Asia.) This training is to learn that in a creative phase you should release the WRITER freely! READER comes later to correct, structuring and making it presentable.

This is a part of the Free Writing exercises. Many people don't think they can write poems – but they can by using the format of the 5 liner:

- Line 1: one word, the subject
- Line 2: two words that describe the topic
- Line 3: three words that describe an action
- Line 4: four words that describe the feeling associated with the subject
- Line 5: repeat of the first line

As an example:

Rain,
Wet and gray,
Drips, runs, trickle,
Heavens weep, earth smiles,
Rain.

It opens up for the poem in everyone!

Samples of the poems written by the AIBD/HBF workshop participants are reproduced at the back cover of this edition of the Broadcaster magazine.



Successful Radio and Social Media Training in Nepal

By **Mr Steve Ahern**

CEO, International Media & Broadcasting Academy (IMBA), Australia

The Association of Community Radio Broadcasters of Nepal (ACORAB), in collaboration with AIBD, organised a training course on Radio and Social Media in Kathmandu, Nepal from 23 – 27 November 2015.

The five-day course was designed to incorporate various apps and social media tools that can optimise radio broadcasting services and increase audiences. I conducted the training for 21 participants.

The training focused on practical aspects of the subject matter where the participants were engaged with group work and individual tasks in addition to relevant theoretical aspects within the whole training session. The course was designed to motivate Nepal's community radio to be engaged with audiences by using social media, which will ultimately benefit both audiences and radio stations.

All the participants were happy to be a part of this training:

"It was very useful training that gave us both theoretical practical knowledge and skill to be connected to our audiences through radio with new way i.e. social media," said community broadcaster Indira Aryal.



"We were using Facebook to give enough information to audience and collect some money but we will increase its use in future," said Gyanendra Niraula, station manager of Radio Sargam, Jhapa.

According to Khagendra Khatri editor of Radio Nepal, the training was very meaningful for his organisation because they were not using social media very well. "We will use as much as I get more information from the training."

The training first covered the essential facts about social media, including

its causes and consequences, and the current level of public knowledge of these facts. Secondly, the training focused on the smart phone apps, particularly their role in broadcasting, and provided case studies and discussion to demonstrate how broadcasters can accomplish their role successfully using social media.

This training brought together journalists from different spheres of media, including TV, radio and print. The trainer encouraged all the participants to contextualise the international learning about social media in the Nepal media environment.

The training is expected to add value to community radio broadcasters and audiences, connecting both parties to boost two-way communication by maximising the use of social media.

"The training has given me the insightful knowledge and skill to blend all kind of new media which ultimately benefits both audiences and broadcast managers," said Om Prakash Ghimire.

"The training has given me a diverse knowledge about social media and it was more useful to make a new programme in my radio," said Manuka Kunwar.

I was presented with a momento and a Nepali topi (cap) from Minister Sherdhan Rai from the Ministry of Information and Communication Technology.

During a presentation at the end of the course, Information and Communication Technology Minister Rai endorsed a social media friendly policy for Nepal into the future.

During the course, participants learnt how to use Twitter, to choose successful hashtags and to embed posts.



In-country Workshop

HDTV Production at RTM

By **Mr Rabi KC**
Programme Manager, AIBD



AIBD in collaboration with Korean Broadcasting System (KBS) and Radio Television Malaysia (RTM) organised a five day in-country workshop on HDTV Production for RTM technical and production staff. The 15 participants were from the production, camera and lighting departments. The workshop was held from 5 to 9 October 2015 in Kuala Lumpur, Malaysia.

KBS provided three experts in the fields of production, camera and lighting. The workshop was planned and designed in such a way that both theoretical and practical sessions were incorporated. Participants were divided into two groups and were given an assignment to shoot in the HD studio. On the last day of the workshop, their assignment was reviewed and the experts gave their feedback and comments.

The experts gave the following feedback:

Hyunsook Oh,
Producer and Director, KBS

I have worked over 10 years in KBS (Korean Broadcasting System) producing and directing various forms of entertainment shows such as talk show, music show, informative show, etc. Around 2008, KBS went through the transition from SD to HD like how RTM is now doing and I, as a producer and a director, had to adapt to new technology at that time. The transition wasn't only about the change of technol-

ogy, but also a way of drawing vision for the programme because HDTV comes with different opportunities and threats to existing ones.

Hoping that my experience will help RTM colleagues to foresee the change in their industry, I shared my knowledge in HDTV production and answered their questions. For the last two days, we were able to do hands-on exercise of HDTV production at their facility. The participants were enthusiastic and intellectually curious and it definitely enhanced the quality of the workshop.

Meeting RTM colleagues was inspiring and I hope there will be chances for all of us to work together in the future.

Nanhyang Oh,
Deputy Director of Visual Production Department, KBS

Throughout the HD era, people have already witnessed UHD era coming just around the corner of the world broadcasting industry. RTM is in a big transition from SD to HD, too.

To make participants of this workshop enhance understanding of UHD (ultra high definition) as well as HD (high definition), various concepts such as HR (high resolution), HFR (high frame rate), AR (augmented reality) and new specialty camera equipment were presented. Participants also shared their different opinions and ideas watching many Korean SDTV and HDTV programmes.

In order to successfully deal with a lot of changes and to overcome mistakes to move from SD to HD, the most important thing will be putting together all RTM's terrific manpower and its resources with consistent research on new technologies like HD/UHD and with active communications among RTM crews for programme productions, regardless of job titles they have as well as regardless of which part they work for. This is the right time when crucial collaborations and meaningful studies are needed in the real field of HD programme production at RTM.

This workshop will give a good momentum for RTM production staff to understand more about UHD as well as HD production environments.

Sangyong Park,
Lighting Designer and Director in TV Technical Operations Department, KBS

Although passion for motivation to learn is very good, there is a limit to the trainees' knowledge of professional lighting, because trainees in the workshop consisted of non-lighting personnel like producer, technical director, cameraman, lighting man, audio man, technical staff, etc.

In the workshop preparation process, I had sent contents to the AIBD and modified the lecture topic. After the end of the first day of lessons and based on feedback from the trainees, I modified the lecture topic on the second day so that trainees can understand the subject much easier. They showed a lot of interest in the production workflow of KBS, so we further described and showed the specific details about it.

In particular, I got a lot of attention to the lighting simulation, and conducted this lecture with a little more time. We had a Wi-Fi environment, so while watching video files and linking them with training materials, we felt the difference between SD and HD production programmes.

On the last day, we reviewed the HD studio exercise programme and I commented that the pictures had a Hard Key Tone feel. To solve this, I recommended the use of floodlights and diffusion filters in their lighting techniques to reinforce and spread Soft Key Tone.



AIBD Supports World Radio Day 2016

By **Mr Jose Maria Carlos**
Editor, Broadcaster Magazine, AIBD

AIBD and its member broadcast organisations in Asia Pacific join UNESCO in celebrating World Radio Day 2016 that aims to highlight how important radio is in our lives, in both times of peace and in times of emergency and disaster.

With the theme "Radio in times of emergency and disaster", the celebration becomes relevant as natural disasters are on the rise worldwide. It urged stakeholders like media to get engaged especially those in Asia and the Pacific, home to some of the most damaging disasters in recent decades, with alarming consequences for human welfare.

According to its flagship publication entitled "Asia-Pacific Disaster Report 2015 – Disasters without Borders", the UN Economic and Social Commission for Asia and the Pacific (UNESCAP) says the region is the world's most disaster-prone area where some 1,625 disaster events – representing about 40% of global total – were reported from 2005 to 2014.

It also said that approximately 500,000 people lost their lives, and around 1.4 billion people were affected. Economic damage from these disasters amounts to US\$523 billion worth, accounting for 45% of global damage.

World Radio Day 2016 serves as a platform to stress that radio is a powerful medium before, during and after an emergency or a disaster. Responding to emergencies is easier and more transparent when there is freedom of expression and journalists can do their work while remaining safe.

Radio also helps to provide dignity to survivors and vulnerable people, including in refugee camps. It has the ability to raise awareness to the greatest number of people in the quickest possible time. On its own, social media plays an important part, but when it is linked to the institution of a reliable radio service, its impact can be far more effective.

Another advantage of radio is its ability to empower listeners and allows humanitarian workers and rescuers to protect people.

To take advantage of this medium, relevant organisations must secure and assure radio frequencies and their accessibility during times of emergency and disaster. Attempts to block essential radio frequencies can harm lives and prevent radio's ability to disseminate vital information.

To bring World Radio Day to life, which will culminate on 13 February 2016, UNESCO calls

on broadcasters, journalists and other media professionals, NGOs and policymakers to pursue the following ideas and initiatives:

Idea 1. Get Registered

Register your email with www.worldradioday.org from 16 December 2015 to receive regular updates, new content and ideas leading up to World Radio Day, 13 February 2016.

Idea 2. Get Active

Get active on Social Media long before 13 February 2016. You can:

1. Tweet to your followers that registration is now open. Tweet: "Register now for @WorldRadioDay by visiting www.worldradioday.org #RadioSavesLives in times of emergency and disaster @UNESCO".
2. Instagram yourself listening to the radio and share with your Instagram followers and the UNESCO handle: "I love listening to the radio. #RadioSavesLives #ListenVoiceAct www.worldradioday.org @UNESCO".
3. Share your tweets and Instagram photos with our Facebook page.

Idea 3. Get In Touch

Get in touch with your local or regional UNESCO office. You can:

1. Arrange an outside broadcast in the local community on 13 February 2016. You can invite emergency responders like police, ambulance, fire brigade and other emergency responders (like the Red Cross/Red Crescent movement) or humanitarian organisations to share their work with listeners. This helps the community to be prepared for an emergency. Use the hashtags #ListenVoiceAct and #RadioSavesLives for your on-air discussion.

Idea 4. Get Royalty Free Content

UNESCO will start releasing royalty free content for you to download and broadcast on your radio station, activities to share with your constituency if you are an NGO, videos to share on social media and fun activities to do with friends, school children or university classmates from 11 January 2016. You can browse our dedicated www.worldradioday.org webpage to start building your own agenda and activities for World Radio Day 2016.

Idea 5. Get Sharing

Use the World Radio Day banners and widgets to put on your webpage to spread the word and show that your Radio Station or NGO supports



UNESCO's World Radio Day. Our banners will have the WRD logo and will come in square, landscape and portrait sizes to fit your needs. Find them on the website: www.worldradioday.org

Idea 6. Give a Voice to the Voiceless

One of the reasons for choosing Radio in Times of Emergency and Disaster is to highlight some of the stories of those who are vulnerable in these times and in particular refugees. Sometimes disaster and emergency situations remain in effect a long time after the initial shock. People live in vulnerable conditions for years, increasingly due to climate change related emergencies or because they are fleeing a conflict zone. The number of refugees is increasing rapidly worldwide.

The strength of radio as a medium allows listeners to hear those voices and to interact, often for the first time:

1. Organise an online programme to collect the statements, stories and hopes for the future and broadcast it on World Radio Day;
2. Propose to NGO's working in a refugee camp in your area to organise field visits and interviews and share them online and/or with your radio partner.
3. Use our royalty free content to broadcast on your radio station or share on your web page and social networks.

Idea 7. Get Your Ideas on the World Stage

Once you've planned your World Radio Day 2016 activity, let UNESCO Headquarters in Paris know about it! Let's put your activity on our World Map so others can find you in your region or country and get involved locally in person or by listening in. Visit www.worldradioday.org after 7 January and right up until 13 February to register your event on our interactive world map.

Have you got your own idea you'd like to share?



Idea 11. Get An Advocacy Campaign Started

Do you have an issue in your area that you need to inform policy makers about? Maybe you have an early warning system for disasters like floods or tsunamis but it is lacking in community radio support. Or maybe you belong to an amateur radio group that can assist in emergencies but you don't know how to help? Perhaps you are part of an emergency response volunteer group and you're keen to involve community radio in your activities. Use World Radio Day to spread your message:

1. Host a reception at your local council or Parliament. Have an MP or Counsellor sponsor the event. Invite stakeholders such as elected officials, policy makers, emergency responders, radio broadcasters and key members of the community to talk about how you can change policy for the better to ensure #RadioSavesLives;
2. Create awareness of Member States of UNESCO on the availability of radio frequencies and spectrum congestion for broadcasting in an emergency. Did you know that the immediate availability of pre-identified and pre-coordinated frequencies, and/or spectrums are important for the successful use of radio communications in the very early stages of emergencies for disaster relief? You can find out more on the issue of radio frequencies by visiting the website of the International Telecommunications Union, one of UNESCO's official World Radio Day partners, here: <http://www.itu.int/en/action/emergency/Pages/default.aspx>;
3. Write to your local MP to ask for a meeting to talk about your issue – whether it be about radio in times of emergency or about disaster preparedness. Invite them on a local radio programme to talk about it.

If you have an inspirational idea to spread the message that #RadioSavesLives on #Listen-VoiceAct, then we'd like to hear from you so we can share your fabulous idea with our partners and networks.

Idea 8. Get a Partnership – Host an Emergency Simulation

Invite your local Red Cross/Red Crescent or another emergency response organisation to host an Emergency Simulation Exercise on Saturday 13 February, World Radio Day. Invite young people, for example, local Scouts and Girl Guides, to participate in the simulation.

Involve local councillors, fire brigade, emergency responders and others to help simulate the emergency:

1. Invite a local community radio station to do live crossings throughout the day, and build a picture for the community about what an emergency looks like, how many different people are involved in making the scene safe and how #RadioSavesLives during an emergency;
2. UNESCO will provide a full “How To Host an Emergency Simulation” document on our webpage, www.worldradioday.org;
3. Don't forget to do a press release and invite other media to your event to spread the message and publicise your activity.

Idea 9. Get Educating!

Use World Radio Day to help educate students in your classroom or young people in your community. Visit www.worldradioday.org to find a bunch of activities for young people:

1. Build a Foxhole Radio out of household items. The Foxhole Radio can be built in an emergency situation. Follow our instructions available online and see what radio stations you can tune into. Create a partnership with a local radio station so children can listen in to a dedicated show with their newly built radios;

2. Use teaching aids to help teach children and young people about the reach of radio and how it helps in times of emergency. For example:

- a. Empower youth through radio. UNESCO's radio toolkit – Linking Generations Through Radio – is an open access document, which is inspired by children and youth who make up one-third of the world's population. The toolkit will help you start up a customised youth radio programme around the theme of radio in times of emergency and disaster. You can find the toolkit here: <http://en.unesco.org/radioict/linking-generations>
- b. Use this learning tool from the British Red Cross on how radio reached migrants in times of war. It will be translated into different languages on our webpage: <http://www.redcross.org.uk/What-we-do/Teaching-resources/Lessonplans/Refugees-primary>

Idea 10. Get Celebrating!

You can celebrate World Radio Day and the world's love for Radio within the theme of “Radio in Times of Emergency and Disaster”, as we have a number of fun activities aimed specifically at Commercial Music Radio Stations and Youth:

1. See our short video called “Emergency Blackout” available on www.worldradioday.org. From the week starting Monday 6 February, encourage listeners to tweet their favourite song to listen to in an emergency blackout, to your Radio Station twitter handle. You can play listeners' songs throughout the week and have a countdown of the top 10 songs on Saturday 13 February; Download and print out our mobile Photo Booth with radio props. Run a dedicated music programme on Saturday 13 February in the evening for young people and ask them to send Instagram photos of them using the photo booth props while they listen to your programme. Offer a prize for the best photo.

Idea 12. Organise a Public Open Day

An open day is a great way to involve the public in your activities. Inviting professional aid workers, first responders, radio reporters and disaster risk reduction specialists to your organisation's open day is an excellent opportunity to spread the message that #RadioSavesLives. You can:

1. Write to local radio stations about your organisation and invite them to report on your open day, explaining to the public how your organisation assist in times of emergency and disaster;
2. Partner with a radio station to do an outside broadcast in a public space, inviting members of the public to attend; don't forget to involve beneficiaries (refugees) to give them the opportunity of sharing their stories.
3. Organise a workshop on disaster risk reduction – how can people disaster-proof their home? Invite an expert to give a workshop during your open day and invite a local radio station to report on the findings.

Idea 13. Get a Pop Up Radio Station Using Digital Online Suites

Join college students around the world by setting

up your own Pop Up Radio Station for the day on World Radio Day 13 February. You can use Internet radio broadcasting suites such as www.mixlr.com to create your own radio show with UNESCO content from Idea 4, or ask students to help create your own content.

Idea 14. Get Reporting

UNESCO will be hosting a press conference on Friday 12 February 2016. Share the press conference and press release with your networks and report the World Radio Day activities and messages in your local press. Don't forget the hashtags for social media: #RadioSavesLives, #ListenVoiceAct and add our handles: @worldradioday, @UNESCO. You can:

1. **Use the five main themes** in UNESCO's World Radio Day message to start a discussion with key people in your community – emergency response workers, government ministers, humanitarian organisations, non-government organisations. How prepared is your local community for an emergency?;
2. **Use the World Radio Day jingle**, or create your own, to advertise that the next segment on your radio station is about World Radio Day. You can use World Radio Day free content during the week leading up to World Radio Day to create a picture of the importance of Radio in Times of Emergency and Disaster;
3. **Have an on-air discussion** about the particular themes around World Radio Day and Radio in Times of Emergency and Disaster. For example – invite a journalist and a humanitarian worker to have a discussion about their experiences working in the field in times of emergency or conflict;
4. **Create a Vox-Pop**. Take an emergency response worker with you into your community and ask some basic survival questions. How disaster-prepared is your community? When you air the show, invite radio listeners to call in with their suggestions on how you can be better prepared as a community;
5. **Use our materials on hate speech**:
<http://unesdoc.unesco.org/images/0023/002332/233231e.pdf> (English)
<http://unesdoc.unesco.org/images/0023/002332/233231a.pdf> (Arabic)
<http://unesdoc.unesco.org/images/0023/002346/234620f.pdf> (French)
 Use the five point hate speech test to encourage discussion around hate speech in times of emergency – or when hate speech can create an emergency; <http://ethicaljournalismnetwork.org/en/contents/hate-speech-infographic>
6. Share the stories on the safety of journalists



Photo Credit : © IOM 2014 (Photo by Alan Motus)



- in conflict and disaster zones with your community. What were their experiences in ensuring the news reached its audience? Why are journalists more at risk in times of conflict and crisis? You can refer to the UN's Plan of Action on the Safety of Journalists and Issue of Impunity: <http://www.unesco.org/new/en/communication-and-information/freedom-of-expression/safety-of-journalists/un-plan-of-action/>;
7. Access to information for journalists is vital during emergencies and disasters, so they can freely report the latest news. Access to information saves lives. Consider organising a programme or an event where a public representative and community groups discuss access to information. Does your country have access to information laws in place? What happens to access to information in the aftermath of a disaster?
 8. Women and men are affected differently in disaster and emergency situations. Gender can play an important role how people become vulnerable in times of emergency and disaster. Organise a community discussion and a focus on gender to highlight the issues pertinent to gender in an emergency. You can find more information from the Gender Disaster Network: <http://www.gdnonline.org/>
 9. Link up with other radio stations or radio communities and pool your resources to hold a special event on World Radio Day. For example, All India Radio, Private FM and Community radio stations Bhubaneswar, India, are organising a Radio Fair on 13 February 2016, where overseas broadcasters

will take part in the event – providing a unique opportunity for local, national and international engagement on World Radio Day;

10. Organise a discussion with representatives from radio member/professional associations or the International Telecommunications Union. The ITU has vast amounts of information on their website regarding radio in times of emergencies and disasters. You can find information here:
 - a. https://www.itu.int/dms_pub/itu-r/opb/rep/R-REP-BT.2299-2014-PDF-E.pdf
 - b. <https://www.itu.int/en/ITU-D/Emergency-Telecommunications/Documents/Publications/brochure.pdf>;
11. Visit www.worldradioday.org and build your own programme using the royalty free programmes.

Idea 15. Get Tuned in on World Radio Day!

UNESCO will be broadcasting a special radio programme LIVE from an emergency zone, interviewing emergency response workers, aid workers, representatives from humanitarian organisations and talking with those who are affected by the emergency. Tune in to hear the voices of those who have been directly affected by conflict and who are seeking asylum. Learn about their lives after a conflict and how radio is helping to enhance their lives through information and culture. Share this radio programme with your networks, LIVE on World Radio Day, 13 February 2016.

Tune in by visiting
www.worldradioday.org

13 Community Radio Programmes Honoured in Bangladesh

By **Mr Bazlur Rahman**

Chief Executive Officer,
Bangladesh NGOs Network for Radio and Communication (BNNRC), Bangladesh

At the 11th Meena Media Award 2015, UNICEF honoured 45 media masterminds for their outstanding contributions to promote child rights in the media.

Out of 45 media awards, four community radio stations in Bangladesh received 13 awards in radio categories in Meena Media Award 2015 for their contributions in innovation in media and protection of child rights in the year 2015.

Meena is an animated cartoon character who symbolizes change and advocates the cause of children across South Asia. The Meena Media Award was introduced by UNICEF in 2005 to celebrate excellence in creative journalism in both print and broadcast outlets. The 11th award ceremony has brought children's voices to the forefront through a colourful cultural event and a celebration of the contribution that the media has made.

As in every year, UNICEF Bangladesh has organised this competition. The winning stations are Community Radio Pollikontha 99.2, Community Radio Chilmari 99.2, Community Radio Jhenuk 99.2 and Community Borendra Radio 99.2 FM.

Earlier, ten community radio stations of the country participated and submitted altogether 49 radio programmes in the competition under two categories – below and above 18 years of age. These programmes reflected important issues like child education, present situation of female children and the children from horizon communities, child marriage/early marriage, evolution of children organisations, child marriage in Dalit community, suicide of children, negligence of girl child in the community, life-threatening livelihood of child labours, drug addiction and its effects on family and society. Out of

these 49 programmes, 18 programmes from 5 CR Stations got nomination and 13 programmes received the final award. This is the highest number of awards received by one single category in the media competition.

An eight-member expert panel of judges comprising of creative writers, veteran media professionals and academics assessed each entry through a strict marking process where the names of the participants were replaced by a specific code number. The judges included eminent journalists, academics and writers, namely: Selina Hossain, Farid Hossain, Robaet Ferdous, Fahmidul Haque, Zakir Hossain Raju, Mithila Farzana, Ratan Paul and Qadir Kollol.

Bangladesh NGOs Network for Radio and Communication (BNNRC) actively works to improve recognition of the community electronic media sector and its involvement with the communities it seeks to serve from 2000 with support from Free Press Unlimited.



Bangladesh has earned some success in achieving the targets of the 8 Millennium Development Goals set in 2000, particularly in improving mother health and universal education, reducing child mortality, and preventing HIV/AIDS, malaria and other diseases.

Significant improvements have also been acknowledged in the areas of gender equity, poverty reduction, sustainable climate change, and developing universal cooperation.

With these achievements, stakeholders in Bangladesh have built up their confidence to tackle the challenges of Sustainable Development Goals and achieve most of the goals by 2030. But some goals are so difficult and require a lot of investments to achieve the targets.

Regional Dialogue on ICTD

Equipped with the knowledge about Bangladesh efforts to meet the Millennium Development Goals, I participated in the recent Regional Dialogue on ICTD Capacity Building for Inclusive, Resilient and Sustainable Development and Annual Partners Meeting. Organised by the United Nations Asian and Pacific Training Centre for Information and Communication Technology for Development (UN-APCICT), the meeting was held in Incheon City of Republic of Korea from 1-4 December 2015.

At this meeting, I shared my view on SDGs, linking them with Bangladesh as a traditional and community media worker. I also requested participants and UN officials to pursue a plan to motivate traditional media policymakers regarding SDG issue. Some think that the SDG is basically an NGO concern, and this misconception has led traditional media to show minimal interest. So the UN should meet the media professionals in Bangladesh to motivate them to bring to mainstream discussion and debate the SDG issue. Without engaging traditional media people, it will be difficult to achieve SDG goals. We also need to engage community media like community radio and local newspapers.



Bangladesh, SDG and Media

By **Mr Amin Al Rasheed**

Joint News Editor & Presenter, Channel 24, Bangladesh

Already, community radio has proven their credibility to inform local people on disaster risk reduction and management in coastal areas of Bangladesh. When cyclone 'Mohasen' affected the coastal areas, TV services and Internet connection were deactivated due to the electricity crisis. During that time, community radio played a key role in giving uninterrupted updates on information about the cyclone. Community radio is more affordable and closer to local people, so it is very easy to reach people through this.

What are the Challenges for Bangladesh on SDGs?

Bangladesh faces some challenges to achieve SDGs and make its cities and human settlements inclusive, safe, resilient and sustainable as highlighted in the SDG 11. This is one of the difficult tasks for any government as we find at present.

Goal 16 is to promote peaceful and inclusive societies for sustainable development, provide access to justice

for all and build effective, accountable and inclusive institutions at all levels. To achieve this goal, there must be efforts and visible indicators to significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen goods and combat all forms of organised crime.

In order to achieve these goals, significant changes must be made in the existing laws and in the political systems. The political leadership in the country must be committed and dedicated to attaining these targets.

Bangladesh is a country aspiring to be recognised as a developed country by 2041. The country must get ready to fulfill 17 SDG goals and achieve its 169 targets. And to achieve these goals, community radio of Bangladesh have already started their campaign and if they get financial support from government and international organisations, this fight will be easier.

Broadcast Journalism Course

DSBJ Offers Post-Graduate Course in Broadcast Journalism

By **Mr Shaikh Muhammad Refat Ali**

Director (Training Programme), National Institute of Mass Communication, Bangladesh

The Dhaka School of Broadcast Journalism (DSBJ) initiated a Post-Graduate Diploma in Broadcast Journalism from November 2015. It is the only one-year course offered in Bangladesh. The National Institute of Mass Communication, a member of AIBD, planned this course to ensure excellence in electronic media. The University of Dhaka

approved the course following the syllabus of the course and infrastructure of NIMC. As NIMC is a training organisation, the academic activities will go on at DSBJ.

Information Minister Hasanul Haq Inu, MP, who served as chief guest, inaugurated the course on 3 November 2015.

He mentioned broadcast journalism as a new field in the perspective of Bangladesh and inspired the new admitted students to contribute in front and behind the screen. The Vice Chancellor of the University of Dhaka, A S M S Arefin Siddique, was also present. He said that broadcast journalism will flourish in the 21st century and this is an opportunity NIMC with its facilities can tap to train broadcasters. A K M Shameem Chowdhuri, DG of NIMC, hoped that this course will contribute to fulfill the vacuum in training broadcasters in radio, television and new media.

Some 20 students are admitted in this course. Ten modules will be covered in two semesters of six months each.



ABC Project

The Australian Government-funded Cambodian Communication Assistance Project (CCAP) will continue for another three years to September 2018 after a new grant agreement was signed between the Royal Government of Cambodia and the Australian Government.

The project is being delivered by the Australian Broadcasting Corporation's International Development group, which designs and delivers communication and media initiatives to support sustainable, participatory development.

At a ceremony in Phnom Penh on 11 November, an AUD \$3.5 million agreement was signed. "The Cambodia Communication Assistance Project is the only programme of its kind in Cambodia addressing governance through radio at the sub-national level. It is providing a bridge between citizens and their local government officials. People throughout the country will benefit from improved access to good quality information, especially in remote rural areas that are otherwise isolated and 'information poor' ", said Alison Burrows, Australian Ambassador to Cambodia.

New Phase of CCAP Begins

By **Ms Amy Robinson**

Digital Marketing Coordinator for International, ABC Audience & Marketing, Australia



CCAP implements a Communication for Development (C4D) approach, focused on promoting citizen voice in the public realm and transparency and accountability of local authorities.

The Cambodia Communication Assistance Project recognises the role media and communication plays in providing access

to information that contributes to improved engagement, participation, transparency and accountability on issues that impact people's daily lives.

For more information about this project, please see the link: <http://www.abcinternationaldevelopment.net.au/projects/cambodia>



Growing HUM Network Limited

By **Mr Nasir Jamal**

General Manager of International Operations, HUM Network, Pakistan

Eleven years ago in 2004, we launched HUM TV, followed by the successful introduction of MASALA TV, Pakistan's first 24 hour live cooking channel and STYLE 360, now HUM SITARAY - Pakistan's first premier fashion and lifestyle channel.

As the only public listed broadcast media house in Pakistan, HUM TV adopts transparency in its operations.

Through consistent high quality programming that features a wide spectrum of genres and caters to the entire family, the network has built a loyal fan base for its content. The Network has pioneered in organising live on-ground events such as Bridal Couture Week, MASALA Family Festival and HUM Awards; all recognised as highly premier events in their respective areas. We also ventured into publications by introducing widely popular magazines namely: MASALA TV Food Magazine, GLAM, Bridal Couture Week Catalogues and Chef Books.

Ms Sultana Siddiqui, HUM TV President, is a leading producer/director renowned in the entertainment and media industry for her famous productions. She is the first woman to start a broadcast network

channel in South Asia, the founder and President of HUM Network Ltd. Under her leadership, HUM Network has become the fastest growing media company in Pakistan, recognised as one of the top 25 companies listed in the Karachi Stock Exchange. The Greenwich University has recently conferred an honorary Doctorate degree on the President of HUM Network for her outstanding work in the media industry.

The success story of HUM TV speaks volumes about its commitment to bring quality content to its viewers through major investment in content production. Currently, HUM TV leads the market for drama serials. Its broadcasting content conforms to international quality and production standards. HUM TV's drama programmes which cater to the sensibilities of the local audiences, have also taken the international market by storm, and have received massive recognition and credible acclaim by the foreign audience and critics.

MASALA TV is the first dedicated 24-hour Urdu food channel in Pakistan and the first channel to be broadcasted from Asia. Shortly after the launch in 2006, MASALA became a household name and market leader in food genre programming all across Pakistan. MASALA TV brought the knowledge and expertise of culinary school to the comfort of the viewers' homes where they could learn new recipes and techniques to polish their cooking skills at home. All of its programmes and chefs are highly popular household names. A

unique feature of this channel is its 10-hour live programming that delivers fresh content to viewers which helps develop a connection between chefs and audiences.

We believe that good food brings people together. To promote this motto a unique programming mix is designed which includes live cooking shows with top of the line chefs and interactive weekend shows supplemented by traditional and non-traditional magazine-style shows and food-oriented travel programmes.

Its programming has paved the way for cooking to be identified as a career option not just for women but also for men. This has changed the prevailing mindset about cooking being a task solely reserved for women.

Another step in delivering significant content to its viewers is the introduction of HUM SITARAY, a vibrant dynamic programming mix between narrative fashion and reality. HUM SITARAY promises to bridge the gap in the entertainment industry by offering a wide and diverse range of entertainment programming from the world of fashion, lifestyle, reality shows, drama serials, sitcoms and soaps.

The new channel is eminent in the market by virtue of delivering innovative local and foreign content. With an exciting mix of both local and global programmes, HUM SITARAY ensures to deliver relevant content to all members of the family. The uniqueness of HUM SITARAY lies under

its diversified programming mix which broadens the arena of viewership and likeability amongst the audiences.

In addition to broadcasting programmes, HUM Network Limited ventured into events management and created numerous large-scale events that have become a standard within the industry. All events held under the umbrella of HUM Network have been groundbreaking in terms of magnitude and success. Our remarkable team works on each event from scratch and transforms it into a massive success creating an industry benchmark for the rest. Some of the highly successful events organised by HUM Network are the HUM Awards, Bridal Couture Week, and the MASALA Family Festival.

Prior to HUM Awards, there was a void of awards that honour and reward excellence in the field of drama, music and fashion within the entertainment fraternity in Pakistan. To fill this gap, HUM Network organised HUM Awards, a star studded phenomena and a promising event that boasted of the channel's initiative to be the first amongst the rest to materialise the idea into an unparalleled event. The 1st HUM Awards took place in 2013 followed by the 2nd HUM Awards in 2014 that took the event to new heights. Through the HUM Awards, we take pride in celebrating the hard work and services of the legendary artists without recognition of whose contributions this journey of entertainment is incomplete.

To encourage local designers and experts from the field of fashion to invest in the local market, we used the platform of STYLE 360 to stage Pakistan's first Bridal Couture Week (BCW). It was the most prestigious bridal event in the country with a strong following both locally and internationally. The event is strategically placed around the wedding

season and provides one of the largest platforms in Pakistan to showcase latest bridal collections.

The fashion events aimed to bring together top notch designers and models in clothing, jewellery and styling, showcasing the latest trends, and provide them a platform to exhibit their creations for the Pakistani market.

HUM Network also organises one of the largest family events in Pakistan through the platform of MASALA TV. MASALA TV Family Festival provides an opportunity for families to come together and spend a fun-filled day. It highlights different Pakistani and international cuisines and attracts large audiences.

The Festival draws a large number of people belonging to different SECs. The Festival is conducted twice a year in Karachi and Lahore and is attended by visitors not only from these cities but also from surrounding areas.

Through the In-house Public Relation Department, HUM Network launched highly successful publications catering to a diverse range of readers.

After the launch of MASALA TV Channel, the publications wing started its first culinary magazine, MASALA TV food Mag - a monthly magazine that features recipes, tips and stories related to food and celebrity chefs. MASALA TV food Mag is Pakistan's highest selling cooking magazine with a circulation of over 55,000 across Pakistan.

In June 2012, HUM TV launched the monthly magazine called GHAL. The magazine's theme revolves around Glamour, Lifestyle, Arts and Media featuring all the latest happenings.

MASALA TV launched a series of Chef

Books featuring most sought after recipes of its celebrity chefs.

Bridal Couture Week Catalogues were introduced to showcase the latest bridal collections of designers featured in the ground event. We have successfully launched six volumes of the catalogue that have proven to be highly sought after.

HUM Network programmes have become popular but have created considerable demand worldwide specially from the viewers residing out of the broadcast range. To exploit this potential, HUM Network initiated its International Operations. HUM Network understands that expats in foreign lands desire a home away and want to stay connected to their people and country on a real time basis. This is the reason that most Pakistanis irrespective of their socio economic class subscribe to local channels.

HUM Network's channels are distributed internationally in one region or the other. We currently have two separate beams of HUM TV identified as HUM TV World (catering to North America) and HUM MENA (catering to Middle East and North Africa) the same beam used for HUM TV World is carried on Rogers and Bell in Canada, and Fetch TV in Australia and New Zealand.

There are currently 91 TV channels in the country. The total advertising spending is Rs 38.32 Billion out of which Rs 22.97 Billion (60%) relates to the television. HUM TV's advertisement amounts to around Rs 2.496 billion that is 11% share of the total spending.

HUM Network Limited in Pakistan has big plans for the future, among them, to further expand its current distribution base and reach out to viewers across the world. HUM FILMS is the latest venture to be part of this initiative.

AIBD Receives ISAS BCP 9001:2010 Certificate

By **Mr Rabi KC**
Programme Manager & Quality Manager, AIBD

AIBD was recently awarded the Quality Management Certificate, ISAS BCP 9001:2010, as a reflection of its competence and credibility towards pursuing initiatives for media development in the Asia-Pacific region.

The award came after the successful re-certification external audit that took place at the AIBD from 27 to 28 August 2015. The Certification body SGS Sdn. Bhd. Systems & Services, Malaysia, which is affiliated with International Standards Accreditation Services (ISAS) awarded to AIBD the ISO BCP 9001:2010 certificate on 15 October 2015.

This certificate is valid until 14 October 2018.

It was in 2009 when AIBD was awarded the Quality Management Certificate, ISO 9001:2003 and ISAS BC 9001:2008.

On 15 October 2012, the certificate was renewed as ISAS BCP 9001:2010 for training, consultancy, publication, content production, conference and workshop organisation. This was valid until 14 October 2015.

The next re-certification audit will take place on 28 August 2018.



25th AMIC Conference

AMIC Manila 2016 promises to be a cut above the rest

The 25th AMIC Conference in Manila on 15-17 September 2016 will continue to be intellectually stimulating, plus more.

As in previous conferences, plenary and parallel sessions will feature debates on current and emerging communication and media issues. There will also be discussions on best practices in communication strategies and tools.

But this year's sessions are also envisioned to present innovative and thought-provoking topics – “those which disturb”. With the theme, *Rethinking Communication and Media in a Resurgent Asia*, the conference will encourage paper presenters to question traditional standards and mindsets and come up with pioneering, innovative, creative, and disturbing topics including the so-called “new normal.”

For those who cannot be accommodated in the parallel sessions, poster presentations will be introduced.

AMIC 2016 also means business. The conference will provide a platform for presenting new ideas, products, and services. If you have a new publication, you can launch your latest publication during the event. Technology companies may want to present their latest gadgets and apps, and schools may introduce their new academic programmes.

There will be distinct business matching hours during the three-day conference where “sellers meet buyers.”

Many academic institutions are on the lookout for new partners or networks. Thus, AMIC 2016 will facilitate initiation or finalisation of memorandum of agreements between new partners. Before the conference begins, partnership areas among AMIC member-institutions will be publicised to jumpstart dialogue.

If you feel weary because of the stimulating discussions, join the wellness

sessions which will be made available during breaks. These may include massage sessions or even tai chi exercises to reduce stress.

No event in the Philippines is complete without a karaoke session. Our welcome night will feature the singing talents of our Filipino hosts and foreign delegates. AMIC 2016 will prove that *AMIC members Got Talent*.

The Philippine tourism campaign has adopted the slogan, *It's more fun in the Philippines*.

AMIC Manila 2016 intends to keep this promise. Enjoy AMIC Manila 2016!

For more information on the AMIC Conference, visit www.amic.asia

AIBD New Appointments New Leaders

NEPAL'S NEW MOICT

H.E. Sherdhan Rai

H.E. Sherdhan Rai serves as the new Minister of Information & Communication Technology of Nepal. He has more than 30 years of political experience. As a central level politics he was elected as a central committee member, and as a bureau member of the central committee of the Communist Party of Nepal, United Marxist & Leninist (CPN UML), he is responsible for the department dealing with the youth federation of CPN UML.

He was elected as a Member of the Parliament in 1999 and worked in this institution from 1999 to 2007. He was elected as a member of the Constitution Assembly in 2013 which drafted Nepal's Constitution and was appointed as a chairman of Good Governance and Monitoring Committee of Parliament for two years.

H.E. is also the Spokesperson of Government of Nepal from November, 2015.



areas deserves special mention. During his service in the Navy, he bagged the rifle shooting championship for three years.

In addition to being the Chairman of the Independent Television Network, he also holds the Chairmanship of the People's Bank Group. Hemasiri Fernando possesses diverse experience in various fields in the public sector and earned accolades as a senior Administrative Officer for raising public institutions to high economic standards.

PAKISTAN'S NEW APPOINTMENT

Ms Saba Mohsin Raza

Secretary of Information, Broadcasting & National Heritage, Ms Saba Mohsin Raza is a reputable senior Information Group Officer with a wide range of experience in information, broadcasting, media and culture. She joined the civil service of Pakistan after passing the Central Superior Services (CSS) Examination and belongs to 10th Common Training Programme (CTP). She has done her Masters in Economics from Quaid-e-Azam University, Islamabad and is a Ph D. scholar in Human Resource Development at the National University of Modern Languages, Islamabad.



Before taking over as Secretary, Ministry of Information, Broadcasting and National Heritage (M/o I,B&NH), she served at several senior policy level posts i.e, Additional Secretary, M/o I,B&NH, Director General E.P Wing M/o I,B&NH, Director General Media, M/o I,B&NH, Press Secretary to H.E the President of Pakistan, Joint Secretary (Administration and Coordination), M/o I,B&NH. Ms Saba Mohsin served as Press Counsellor (EP Wing's Information section) in Pakistan Embassy in Brussels, Belgium.

She also worked in several Wings and Departments of the Ministry of I,B&NH, i.e, IP Wing, External Publicity Wing, Information Service Academy, Press Information Department, Research and Reference Wing, Directorate General of Films and Publications (DFP). She worked with ILO-IPEC project of International Labor Organization on senior positions.

NEW ITN CHAIRMAN

Mr Hemasiri Fernando

ITN's new Chairman Hemasiri Fernando says that Sri Lanka Prime Minister H.E. Ranil Wickremasinghe's intention is to mould a new media culture. He once served as Secretary to H.E. Sirimavo Bandaranaike when she was the Prime Minister.

Hemasiri Fernando who held the post of Chairman of Sri Lanka Telecom had also served as Chairman of the Airport and Aviation Services Company. He was the Secretary of the Postal Services Ministry and had served in the National Olympic Committee for a long period.

He is the Vice Chairman of the Asian Olympic Council and the Commonwealth Sports Federation as well as an Advisor to the President on Sports Affairs. His tenure in the Sri Lanka Navy from which he retired with the rank of Commander having served in combat



AIBD'S Smiling Tea Lady Retires



It is with sadness feelings that AIBD bids farewell to Aminah Jantan upon her retirement in December 2015. She joined AIBD in 1975 as a tea lady cum general worker. We had the fortunate opportunity to see her grow over the years into a valuable member of our Institute. Most of us who have worked with her have found her to be a very conscientious, outgoing and friendly personality, which helped to create a pleasant work environment. Some light chat moments with her left us all in stitches with her impromptu witty remarks and great laughter. Consultants and participants even after many years remember her as the smiling tea lady.

It has been an eventful 40 years with us. Thus, her contributions have been a great benefit to AIBD and undoubtedly she will be deeply missed. We wish her and her family lots of happiness and hope she enjoys a fulfilling retirement in the years to come.

*Kid,
Dependent and Innocent,
Play, Cry, Laugh,
Daddy Happy, Mommy Busy,
Kid.*

~ San San Tin

*My Daughter,
Beautiful, Shinning,
Talkative, Families heart,
Dreams, Happiness, Future, Life,
My Daughter.*

~ Sangita Panta Thapa

*Technology is Moving very Fast,
Smartphones is now the Weapon of Journalists,
Be Ready for the Changes is a smart/intelligent Media Person,
Short, Clear and Precious are Good for Audiences,
Technology changes People's Mindset.*

~ Noy Kimhong

*Love,
Warm and Close,
Kiss, Hug and Smile,
Colorful, Beautiful and Happy,
Love.*

~ Arnie Arapa

Writing Exercise
“Five liner”
(See story on page 19)

*My City (Islamabad),
Green and Lively,
Attractive Beautiful Pleasing,
Concrete Jungle Surrounded by Nature,
My City Islamabad.*

~ Nadim Malik

*Kalle,
Old and Strong,
Acts, Teaches, Enlightens,
Participants Excited, Director Moved,
Kalle.*

~ Chang Jin

BROADCASTER VOL. 15 No. 1 – January 2016

Published 4 times a year by the **Asia-Pacific Institute for Broadcasting Development**

Publisher
Chang Jin

Editor
Jose Maria G Carlos

Editorial Assistants
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Printed by
SP-Muda Printing Services Sdn. Bhd.
No 83, Jalan KIP 9
Taman Perindustrian KIP Kepong
52200 Kuala Lumpur
Malaysia

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expressed or implied herein
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