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Successful World Radio Day Celebrations in Asia-Pacific



Act as Lifeline in Crises in Nepal



Embracing New Media and Social Media into our Agenda

By **Mr Jose Maria G. Carlos**

Editor, Broadcaster Magazine and Media Consultant, AIBD

Emerging technologies and social media pose a big challenge for media industries – how to accelerate their adoption to build better programme content, interact differently with and reach out to bigger audiences.

In some countries, Facebook is increasingly the vehicle to deliver news. Young people now prefer to get information from multi-platform sources. They also want to be engaged not only as a consumer but also as a producer of content.

No doubt, new technologies and social media have given citizens a new opportunity to speak up to the world, and institutions like media, government, schools and NGOs a platform to deal with both local and global concerns.

These benefits from technology and social media and other related issues dominate this edition of *The Broadcaster*. In particular, we feature articles on the expanding role of new media and social media for inclusive development. We also offer stories on how broadcasters can tap into these platforms to build their infrastructure, skills and capacity not only to sustain their business, but also to help address disasters, climate change and women empowerment, among others issues.

We call on broadcasters using social media especially in times of disasters to strictly adhere to the editorial rules of accuracy and ensure facts are checked and verified. The need for social media policies is also vital. Such an approach will offer parameters for best practices in offering relevant and correct information, engaging with those affected by disasters, and in responding fast to victims's concerns. Social media policies can also work effectively to protect organisation's assets, reputation and its future.

AIBD and ABU organised a regional workshop on Management and Digitisa-

tion of Audio-Video Archives to discuss preservation techniques and management of existing and digital archives, digital solutions for prevention and modern archiving systems.

An interesting story is a Deutsche Welle-European Union co-funded project entitled "Innovation Action" to detect fake user-generated videos (UGV) and eliminate them from news reports. "The InVID initiative (In Video Veritas – Verification of Social Media Video Content for the News Industry) will create a platform providing services to identify news-relevant videos on social networks, to verify the content and to clarify usage rights".

AIBD partners ABU and the Organisation of Islamic Cooperation (OIC) recently gathered broadcasters and NGOs from five Asian countries as well as international organisations to examine approaches on how advanced technologies and applications can best serve women, persons with disabilities, elderly and extremely poor people in the region. It harnessed opinions and ideas to develop applications to use ABU Radio-in-a-Box for a Smart Village concept.

Google shares a story on how it seeks collaboration with newspapers, media entrepreneurs, and other media institutions to contribute towards its mission of organising the world's information and making it universally accessible and useful.

We also give focus to radio in celebration of World Radio Day last February 2016. Despite the dominance of television and growing presence of new media and social media, radio continues to play an influential role in our lives, in both times of peace and in times of emergency and disaster. World Radio Day celebrations featured, among others, extensive use of social media and operation of a dedicated website for virtual participation.

Moreover, an overriding concern that we reflect in some of our stories is the new AIBD's initiative to pursue the agenda of the Sustainable Development Goals for media practitioners. One such activity is the workshop on climate change and disaster risk management held recently in Bangkok.

This edition also features a story introducing health as a major focus for disaster risk reduction amidst a growing evidence that a culture of disaster risk reduction is spreading across the world. It also highlights the efforts of the United Nations Asian and Pacific Training Centre for Information and Communication Technology for Development (UN-APCICT) to harness ICT for inclusive development to, "create socially and economically-empowered women through ICT-enabled entrepreneurship, and to strengthen capacity of government leaders and policymakers to create an enabling environment for ICT-empowered women entrepreneurs".

Upon his assuming the post to his new post as AIBD Director in 2015, Mr Chang Jin told *The Broadcaster* in an interview that the presence and use of new media and social media in broadcasting is growing. Such reality is what AIBD should focus on, saying that "it's high time that we take new media into our agenda".

To this end, AIBD in collaboration with its partners and international organisations has focused this year's Asia Media Summit in Korea on the theme "New Horizons for Media Content: Asia and Beyond". This international conference of decision makers, media professionals, scholars, and stakeholders of news and programming from Asia, Pacific, Africa, Europe, Middle East and North America hopes to harness new technology, collaborative spaces, and innovative formats to transform their media content for a wider audience.

As we embrace emerging technologies and social media into our agenda, we need to seek new opportunities, ideas and insights to better serve our audience and society.



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

0900 – 0945 **Inaugural Session and Keynote Address**

0945 – 1045 **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.

1045 – 1115 **Coffee Break**

1115 – 1230 **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?

1230 – 1400 **Lunch**

1400 – 1530 **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 mold.

1530 – 1600 **Coffee Break**

1600 – 1730 **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”?

1930

Gala Dinner and Cultural Show

Day Two

Wednesday, 25th May 2016

0900 – 1030

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?

1030 – 1100

Coffee Break

1100 – 1130

Special Session

Raising Asian Content Value: Proposal for an Asian Content Bank Project

Aside from some content, most Asian content is not on the mainstream of the value in the global content market. To link Asian content with the linguistic, cultural and religious diversity and to raise in terms of value, Asia should cooperate to expand its collective potential.

The Korean Government would like to propose the co-operation project, titled ‘Asian Content Bank’, to make a content business such as online content trading among Asian countries. That way, Asian content providers will expand their business networks and create more active content business.

1130 – 1230

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?

1230 – 1400

Lunch

1400 – 1530

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.

1530 – 1600

Coffee Break

1600 – 1715

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.

1715 - 1730

Presentation of the World Television Awards 2016

1730 – 1800

Invitation to the Asia Media Summit 2017

Closing Ceremony

Day Three

Thursday, 26th May 2016

0900 – 1700

Visit to KOBA* Exhibition / Excursion

*KOBA - Korea International Broadcast & Audio Equipment Show

ASIA MEDIA SUMMIT
 24 - 26 May 2016
 Incheon, Korea

HOSTED BY: Ministry of Science, ICT and Future Planning
 ORGANISED BY: nipa, AIBD

PRE-SUMMIT EVENTS



22 - 23 May

AIBD/EUROVISION ACADEMY/CCTV Master Class on Data Journalism

This course will introduce journalists and editors to data analysis and visualization techniques that can be used in daily journalism as well as in longer-term projects and investigations. It will give an overview of the global state of data journalism and enable broadcasters to effectively use plan data projects and incorporate tools such as charts, graphs and spreadsheets in their analysis for their stories.



23 May

AIBD/RNW Workshop on Online and Social Media Analytics/Statistics

The workshop aims to increase knowledge of social media and analytics, as well as the importance of strong and engaged online communities across media projects. The workshop will educate broadcasters on how social media metrics can be utilised to enhance their business opportunities and how to connect effectively with their online audience.



23 May

AIBD/Radiodays Europe/RCS Workshop on Creating Engaging Content

The workshop organised by AIBD/Radiodays Europe/RCS aims to provide broadcasters and other media professionals a clear understanding on the rapid changing media landscape and new ways of consuming information and music and how to develop content relevant for its audiences. It will also show how to broaden radio station's audiences by re-using and recycling things that has been broadcasted, which will bring more listeners, more revenue and more brand exposure. Radio's strengths and how to make radio ads that make a difference will be shown. The workshop will also give an overview of the newest trends in successful radio formats in Asia-Pacific.



23 May

AIBD/ITU/ABU Workshop on Enabling & Enhancing the DTT Broadcasting Experience

The workshop organised by AIBD/ITU/ABU/ aims to provide broadcasters and other media professionals a clear understanding to digital broadcasting services. This one-day workshop provides expert knowledge and information on the current status of the digital terrestrial television broadcasting, Interactive multimedia services, Digital broadcasting: issues & challenges as well as sharing some of the case studies and experiences on analogue to digital implementation.



23 May

AIBD/RAPA Workshop on Using Drones for Production: A New Wave in Broadcast Content Production

This workshop will introduce content producers and creators to the use of drones for television production and how it is changing the shooting environment. The workshop will cover the types of drones, its structure, control and equipment, the difference between using drones vs others like Jimmy Jib, Dolly and Steadicam, flight safety and regulations.



Gearing Up for a Stronger IPDC

By Ms Geraldine Mouche
AIBD Programme Manager

The 60th International Programme for the Development of Communication (IPDC) Bureau meeting took place from 17 to 18 March 2016 at UNESCO House in Paris. The meeting focused mainly on the two current priorities of the IPDC: gender issues and its three approaches to integrate gender perspective (gender sensitive, gender responsive and gender transformative) and the safety of journalists and combatting impunity for crimes against them. Other priorities highlighted during the meeting were media and migration, and the monitoring of the progress of the UN Sustainable Development Goals (mainly Goal 16: 'Promote just, peaceful and inclusive societies'). The SDGs are a priority for the IPDC, which is expecting to receive more projects about it.

The main part of the meeting was dedicated to the examination of projects submitted to the Bureau. In 2014-2015, with 31 projects done, Asia-Pacific was the second priority area of the IPDC. Africa is still the first area with 64 projects implemented during this time.

The IPDC Bureau members and observers attending the 60th IPDC Bureau meeting suggested that while the discussion on media representation of the migration matter is important, perhaps efforts should also be made to look into the course of the migration issue. What are the reasons of the war in Syria? How can we put an end to the war there in order to get rid of if not minimise tragic migrations?

The 60th IPDC Bureau Meeting ended with the 'Future IPDC priority areas and project assessment criteria' on gender issues, safety of journalists and capacity building for journalists and media managers, including journalism education.

During the meeting, some participants said difficult conditions could be an opportunity for innovation and a greater focus on community media sustainability can offer enhanced collaboration. One of the main issues raised



Ms Albana Shala, Chair of IPDC

[continued on page 7]



Thematic debate on “Media and Migration”

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 Gearing Up for a Stronger IPDC

by the meeting was that the IPDC has more contributors but less funding since 2015, which is affecting the number of projects supported. They suggested to pursue a fundraising strategy that will identify the actors, develop the necessary activities and accessories to support the fundraising. A better general communication strategy is also required aimed at mobilising the international community and key audiences in order to strengthen and raise the profile of the IPDC. More explicit linkages between training projects and UNESCO’s

normative publication should also be improved in the future.

A thematic debate on “Media and Migration” was organised on the second day of the meeting. Five experts, including scholars, were invited to take part in the discussion, sharing their experience and their analysis of the role of media in reporting on refugees in the context of migration. Both Mr Chang, AIBD Director and myself contributed to the discussion.



The debate aimed to better align the work of the IPDC with the needs of news media when reporting on migrants and the refugee crisis all over the world.



Community Radio:

Act as Lifeline in Crises in Nepal

By **Dr. RC Lamichhane**

Executive Director, Association of Community Radio Broadcasters (ACORAB), Nepal



Nepal is one of the earthquake-prone countries across the globe. If estimates are to be believed, a citizen in Nepal is more likely to be killed by an earthquake as compared to any civilian in the world. In 1934, an earthquake of 8.4 magnitude hit the country. Another recent earthquake of 7.9 magnitude that hit the country on April 25, 2015 caused immense damage to life and property. The iconic Dharahara Tower was destroyed due to this quake.

I was an eyewitness to the 2015 April devastation, which took more than 10,000 lives, injured millions, collapsed shelters for many and left long-term effects of psychological fear and pain. That was Saturday, I was working on my laptop in the living room of my home. My son was in his room and my wife was travelling along the hilly road for Manang District, where she was working as a registrar in the district court. It was 11.56 AM. I felt something shaking; in fact, my seat was shaking, and I heard some sound of broken glasses in the kitchen. The television set fell down on the ground and my son shouted: "Dad, earthquake!". I replied: "This is powerful earthquake, let us run away". Then he

warned me, "Dad, don't run, just stand below the wooden frame of the door". I ran toward the door and my son was in his door too. I wanted to have a tight hug, and kiss him but the ground floor of the three-storey concrete building was shaking. We wanted to wish each other a good ending. We called on God, "Oh! God, save us' save my baby, my sweetheart". It was just for 55 seconds, but we felt it was more than a year. I looked at the face of my son and he was mine. I remembered the poem "Furthest Distance of Life" of Rabindra Nath Tagore. During that 55-second quake, I could remember my parents, relatives, all dearest and nearest. When it stopped we ran out in the yard and we saw people were running out of their houses too.

All of us were worried about our family members who were not at home. I tried to call my wife Rita, who was travelling the hilly road of Manang. The phone line was busy, I tried to call my parents in Chitwan, and their phone was also busy. Then my mobile rang and heard my beloved wife speaking gasping for breath "You know, you know, we felt big shock, big stone fell from the mountain and went down beside our vehicle, we

are safe. How about you all?" I said, "We felt a huge shock and then we came out of the house. Our house is safe and our colony is safe but the Dharahara, and many houses, temples collapsed. We can sense a huge loss of lives and properties. Be safe, and keep communicating". I repeated my last message when aftershocks were felt again. We ran out in an open area. I tried to contact ACORAB but couldn't get through. The line was too busy. Many people called the office to inquire about the situation. Many lessons were learned from the aftermath of the quake - the importance of human relations, the meaning of closeness, and how we connect emotionally.

After a few hours I was able to contact my friend Mr Hom Pathak at Dolkha who shared his sad news that he lost her mother due to the earthquake. I, my family and all ACORAB members and three former Prime Ministers were gathered in Dolkha on August, 2014 for the ACORAB General Assembly. We enjoyed the people's hospitality, food, hotel, and nature's beauty but Mr Pathak with immense pain said "Everything in Dolkha was collapsed and many people died and injured".





I, my friends and relatives were in great confusion. What do we do? Many people were relocated outside their houses and managed to stay in tents for shelter. No one wanted to go inside their houses. A series of news items on losses were coming in my mobile. Various rumours about another powerful earthquake circulated in a wink. The situation became terrible and hopeless. We went inside the house and tried to open the TV but power was off. We tried to call friends but it was very difficult to contact. I was able to contact Mr Lil Chand in ACORAB at 7.30 PM and he was in CIN studio on the 5th floor, wearing a helmet and broadcasting live about the situation. He was connecting to the people from different districts and circulating the information. People wanted to hear new and updated information, but all the means of information were damaged.

As members of ACORAB, an umbrella organisation of community radios, we felt our responsibility to support community radios for broadcast. During the disaster, we found that information is the most important need, and we had to supply it continuously. In this regard, the efforts of Radio Nepal was praiseworthy. It broadcast live for 24 hours. That Sunday we assessed the losses and found 58 community radios in the most affected 14 districts damaged. They stopped broadcasting. ACORAB coordinated with the entire agencies who worked on radio and communication issues. We helped bring one radio in operation in each affected district and asked organisations to support our efforts.

In the affected areas, community radio FM was the only means of communication. We found two important concerns about communication. First, those people who lost their houses also lost their radio sets. Second, the medium wave and short wave broadcasting of Radio Nepal was not effectively reaching the listeners as they only had FM band radios. Others listened to the radio in mobile sets.

Immediately, ACORAB took the initiative to provide the radio sets and distributed them in the most affected districts. All the staff and board members paid for the radio sets and we started to relay Radio Nepal through our satellite and ask all community radios who were in operation to broadcast the Radio Nepal's program.

Many community radio stations like Radio Gorkha, Radio Sindhu, Radio Sunkoshi, Radio Melamchi, Radio Dhadhing, Radio Lamjung, Hamro FM, Radio Rasuwa and others started broadcasting from the open yard after the second day of the earthquake. Radios became the only source of information. We continually broadcasted updated information, government policies and rescue strategies from CIN studio. Local people called the radio stations which provided updates on quake-affected areas. The local administration also supported community radios for operation.

We found our journalists needed to be more sensitive towards disaster reporting. Much of the international media focused only on the negative parts of the disasters, creating frustration over the excessive manipulation of the negative stories. When the people switched on their TV sets, the impression they got was one of difficulty and hopelessness. However, the situation was not like that. We asked our reporters to focus on life-giving forces and requested people to be more compassionate and increase their collaboration and cooperation with each other.

Nepal got good support for rescue and relief from the international community. However, we found a lack of good coordination for effective delivery from the government. The Nepalese youth manifested their humanitarian spirit as they travelled to help the affected communities in the rural areas. Social

media also played a positive role in urban areas. Right after the rescue phases, ACORAB conducted a series of trainings in disaster reporting for the radio journalists. After a week, we analysed radio content and found a need for lifeline programmes and started the live skill-based radio programme called "Jivan Raksha" (Life Saving). This programme became popular. The government and other civil society organisations have recognised the important roles of community radios in such tough situations.

This earthquake has taught us many important lessons for humanitarian and social cohesion issues. Nepalese society is feudalistic and exclusive. The ethnocentrism, caste system, economic class ranking and political power ranking are prevalent in our culture. Nevertheless, during the disaster period, a sense of equality and a kind of inclusive thinking and behaviour emerged. Due to the long political deadlock ended and Nepal got a new constitution. A sense of volunteerism emerged and people walked long distances to assist affected areas. However, concerns about government efficiency, political parties' agendas and donor politics remain.

In this situation, the community media has become crucial in providing factual and credible information to the grassroots-level people. Community radios have been working to create a new hope in people. Their emphasis has been on life skills and innovating programmes. They have also connected local communities to policymakers. The role of ACORAB and community radios will be more effective and impactful for reconstruction and new constitution implementation in the years to come. We wish further betterment of Nepalese society and entire humankind on the auspicious occasion of the upcoming Nepalese New year BS. 2073.





A Successful World Radio Day

By Mr Jose Maria G. Carlos

Editor, Broadcaster Magazine and Media Consultant, AIBD

The celebration of World Radio Day has generated some 379 events worldwide, which UNESCO described as the biggest and best yet since World Radio Day was established by the United Nations in 2013.

Across the globe, radio organisations, civil society groups and other radio stakeholders marked World Radio Day on 13 February 2016 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 featured community debates, discussions, radio fairs, extensive use of social media, a dedicated website enabling virtual participation, special radio programmes, and radio programme exchange in various mother languages.

UN and the Sustainable Development Goals.

In Senegal, the UNESCO Regional Office in Dakar partnered with stakeholders in the field to develop advocacy initiatives in the countries of its mandate. It collaborated with community radios in the Western Sahel to underline the importance of radio as a tool of education and awareness of vulnerable populations facing disasters and other major emergencies.

UNESCO’s Ming Kuok Lim took to the airwaves on Radio Republic Indonesia to discuss radio as a powerful communication tool to reach remote communities and vulnerable people; the illiterate, the disabled, women, youth and the poor; offering a platform to intervene in the public debate, irrespective of people’s educational level, particularly on issues dealing with a specific role in emergency communication and disaster relief.

The temple city Bhubaneswar in India hosted the Outreach International Radio Fair 2016, a two-day fair featuring exhibitions of radio shops, old radio set show and radio equipment stall. A big sand art by internationally famous sand artist Sudarsan Pattnaik added glamour to the fair. All the participating stations projected themselves with respective stalls. International Radio broadcasters, broadcasting associations, All India Radio stations, private FM channels and community radio stations took part in the celebration.

In Brazil, more than 400 radio stations participated in World Radio Day. The celebration generated some 60 newspapers reporting on World Radio Day activities.

From Northern Ireland in the UK, Beyond



Skin, an organisation that uses music, arts and media as a tool for diversity and global education, featured a radio broadcast entitled “Music: Transforming our world through division and unity”. It explored how music has brought together communities that have been torn apart. The School of Oriental and African Studies at the University of London hosted a Trade Fair & Panel Discussion on 15 February to celebrate World Radio Day. The expert panel looked at some of the latest research into innovative uses of radio in peacekeeping.

On 14 January 2013, the United Nations General Assembly formally endorsed UNESCO’s proclamation of World Radio Day. During its 67th Session, the UN General Assembly endorsed the resolution adopted during the 36th session of the UNESCO General Conference, proclaiming 13 February, the day United Nations Radio was established in 1946, as World Radio Day.

5 sub-themes of world radio day



Under the auspices of UNESCO and its partners, World Radio Day focused on 15 ideas under five key themes, namely:

- (1) Freedom of expression and journalists’ safety should be disaster-proof
- (2) Radio empowers survivors and vulnerable people, being mindful of their right to privacy
- (3) Radio has social impact and provides access to information. People’s right to information should be protected
- (4) Radio saves lives
- (5) The immediate accessibility of radio frequencies is essential to saving lives. These frequencies should be protected in times of emergency.

In Nigeria, NTA News investigated how radios have helped internally displaced people. The Nambia Broadcasting Corporation explored the tie up between radio in times of emergency and disaster, and the

To access various events and content to mark World Radio Day, you can visit UNESCO’s www.diamundialradio.org for free download and broadcast.



Celebrating World Radio Day in Kathmandu

ACORAB in partnership with UNESCO, UNICEF Nepal, OXFAM Nepal, The Asia Foundation and AMARC celebrated World Radio Day on 13th February 2016, shared experiences and discussed how ACORAB and community radios worked in disasters. Around three hundred radio journalists and media activists participated in the radio summit to examine the role of radio in times of disaster and emergencies.

The celebration of Radio Day was started by organising a radio rally in Kathmandu city. Inauguration session, panel discussion, plenary discussion, breakout sessions and groups presentation-sharing were other activities conducted to productively celebrate this auspicious day. In front of communication ministers, senior government/non-government officials, policymakers and development experts, participants of the summit shared their stories of struggle to serve the people during recent devastating earthquake and aftershocks.

At the end of the day, participants to the radio summit passed the Kathmandu Declaration by incorporating the findings generated from the whole day's discussion in various formats. A total of four thematic breakout sessions were conducted to explore the role of community radios on five thematic issues during the disaster such as child and women, rumour tracking, food security, community mediation and community radio policies in Nepal.



France Médias Monde Celebrates World Radio Day

Once again, France Médias Monde was one of UNESCO's main partners for World Radio Day this year. The group's two international radio stations – RFI (Radio France International) and Monte Carlo Doualiya – celebrated the event with around 15 specials, news programmes and several interviews relating to the event, which they aired from 10 to 14 February 2016.

These programmes, which focused especially on the theme for the World Radio Day, "Radio in Times of Emergency and Disaster" were also broadcast on the web radio that UNESCO on-lined for the occasion on 13 February (www.journeemondialedeklaradio.org).

UNESCO spearheaded the celebration to promote radio as the most universal means of communication and stress the essential role it plays among the most vulnerable populations.

Dedicated special programming on RFI: 'Appels sur l'actualité', 'Priorité Santé', 'L'atelier des medias', 'En sol majeur', 'Le Club RFI', 'La marche du monde', 'Le débat africain'.

And special programming in English, Chinese and Russian.

Programmes on Monte Carlo Doualiya: 'Retour sur l'actualité', 'Santé durable' and 'Débat de société'.

Marie-Christine Saragosse, Chairwoman & CEO of France Médias Monde and Cécile Mégie Director of RFI, recorded a video message in French to mark World Radio Day, available on the UNESCO website.

Climate Change and Disaster Risk Management

By Mr Saqib Sheikh
Programme Manager, AIBD



Dr Bhichit Rattakul

Broadcasters should fulfill their role as the bridge between the scientists and technicians working on issues of disasters and climate change, and the larger public.

Former Governor Dr Bhichit Rattakul of Bangkok Province, and Special Advisor for Asian Disaster Preparedness Center (ADPC), delivered this message during the opening ceremony of the In-Country Workshop on Climate Change and Disaster Risk Management held in Bangkok from 30 to 31 March 2016. Our host and partner for this event was the Public Relations Department (PRD) Thailand, in whose headquarters where the event was held. The Bangkok offices of ADPC and the United Nations Office for Disaster Risk Reduction (UNISDR) both provided resource persons to make this workshop possible. The workshop was attended

by 28 producers, journalists and media officers from different departments in PRD.

Following Dr Rattakul's remarks, I made a short presentation on the background of the workshop and the new AIBD initiative to pursue the agenda of the Sustainable Development Goals for media practitioners.

On Day One, UNISDR Communication Specialist Andy McElroy gave a brief introduction into the concept of disaster risk reduction with relevant examples, such as the Sendai Framework for Disaster Risk Reduction. He also explained how both disaster scenarios and disaster risk can be tackled differently when developing a news story. To ensure better engagement, he split the participants into groups who separately developed story concepts on covering disasters and major events in the field, and what important facts must be reflected to the audience.

On Day Two, the ADPC team took over with five different experts assisting in different sessions revolving around climate change. The opening sessions examined the basic science on climate change to provide the groundwork for the participants on the issue. Another presentation focused on how drought



Mr Andy McElroy

occurs which is relevant to the current situation in Thailand. The participants were engaged into two different group sessions, the first on explaining the map of a disaster zone to the viewing audience, and the second on creating a more in-depth programme based on two fact sheets for floods and droughts. They presented their concepts in a lively fashion to the experts for their feedback on the accuracy of data presented.

The overall workshop went smoothly and was well-received. The participants were engaged throughout and the PRD support staff were cooperative and helpful. Many of the participants spoke of how they will directly apply the lessons learned in their coverage of disasters and related environmental issues.





In-country Workshop

The AIBD/SLRC/KBS In-country workshop on Short Story Production for TV Magazine Programmes was successfully conducted at the Sri Lanka Rupavahini Corporation, Colombo, Sri Lanka from 28 March to 1 April 2016. The workshop was organised by the Asia-Pacific Institute for Broadcasting Development (AIBD) in collaboration with SLRC and Korean Broadcasting System (KBS).

Twenty programme producers of the Sri Lanka Rupavahini (TV) Corporation representing Educational Programmes Division, News & Current Affairs, Programmes Division and Eye & Nethra Channels participated in the workshop.

The workshop was to enlighten the producers on short story production for TV magazine programmes. Mr Jo Yun-dong and Mr Kim II-hoon, the experts from

Short Story Production for TV Magazine Programmes

By **Mr TMG Chandrasekara**

Director Research & Training, Sri Lanka Rupavahini Corporation (SLRC)

KBS covered the topics of Trends of Magazine Programmes, Skills in Making VCR Segments, Rating and Audience of Magazine Programmes, Composition of Production Staff, How to Use Hosts, Reporters and Guests, Structure of Story Filming & Editing, Usage of Set, Choosing Hosts & Panels, and SLRC Programme Reviews during the workshop.

The participants were awarded the certificates on 1 April 2016 at SLRC with the participation of SLRC's Chairman, Mr Ravi Jayawardana, Director General Professor Sunil Shantha, and Director Research & Training T M G Chandrasekara.



Training of Trainers

By **Dr. David Mould**
 Professor Emeritus of Media Arts and
 Studies at Ohio University, USA

“Who’s on
 your team?”



That’s the question facilitator Dr. David Mould, Professor Emeritus of Media Arts and Studies at Ohio University (U.S.A.), posed to participants at the end of the first day of an AIBD/IPPTAR regional course on training-of-trainers.

To analyse the links between jobs and functions in a broadcasting organisation, each participant completed a networking diagram, called the “Star exercise”. On a sheet of paper, each drew a circle in the center to indicate their position in the organisation. Then they added circles in outer rings to indicate the people, departments or areas they dealt with in doing their job.

Lines and arrows between the center circle and outer circles indicated the one or two-way flow of communication (instructions, information, paperwork and so on). Finally, each participant highlighted the two or three relationships they considered most important. **Some examples of network diagrams are shown on the back cover of The Broadcaster.**

“We tend to think that our team are those in the same department or those who report to the same boss,” said David. “Actually, most of us find that we work more with people from other departments than we do with people in our own”.

Network diagrams are important for training needs analysis. “Sometimes training is needed because people are not performing to standard – either because of lack of knowledge or skills or because of their attitude,” said David. “But sometimes the problem lies elsewhere. If there’s a breakdown or blockage in the network, you simply can’t do your job well”.

Participants agreed that the exercise showed not only how complex their jobs were, but how much they depended on other people in their network. A few remarks from the participants on star exercise:

Ms Nguyen Thi Phuoc, Head of Faculty of Journalism, VOV’s Broadcasting College, Vietnam

We do our jobs every day and we know

how to deal with in doing our jobs. But when David asked us to consider every participant as a center of a star and then out people/departments that we connect every day in daily jobs, draw arrows to show how we receive/give things to each other.

I realised how complicated are our relations in workplace and how important to develop our ability in teamwork.

That will make stars shine and twinkle.

Mrs Sumonpan Kosonsiriset, Director, Institute of Public Relations, NBT, Thailand

The star exercise is good and fun to do. It gives us clear picture of doing our duties that involves with many people at different levels, and with different directions and approaches.

It makes us realise that everybody has roles to play and that we can’t leave out anyone in a process of training management.

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Training of Trainers

Ms Munira Murad, Head of Integrity, IPPTAR, Malaysia

Interesting, understand better our boundaries in communication within our organisation.

Eight professional broadcasters – six from IPPTAR, one each from Thailand and Vietnam – attended the two-week workshop at AIBD in Kuala Lumpur, April 4-15, 2016. One AIBD Programme Manager also attended, making the total number of nine participants.

The workshop covered the aims of training, principles of adult learning, job analysis, training needs analysis, motivational theory, training objectives, online learning, demonstrations, case studies, role plays, session design, evaluation and assessment and related topics. Using questionnaires and discussion, the workshop also focused on “soft skills” including team-building, motivation and organisational communication. For the final project, participants presented a proposal for a training course in their area of expertise.

“Assume you’re presenting to management”, David told them. “The budget is tight, and management isn’t convinced that training is needed. How will you show that your training will offer a good return on investment?”

“All the participants were subject experts, but faced challenges in organising and communicating knowledge and skills and assessing learning”, said David. “I urged them to come up with clear and measurable training objectives, to make their training activity-based and to draw on the experiences and perspectives of their trainees”.



Shooting Video with a Smart Phone

By Mr Steve Ahern

CEO, International Media & Broadcasting Academy, Australia



“Anyone can be a journalist these days, because of smart phones,” said reporter Fan, at a VTV workshop organised by AIBD from 20 to 22 April in Hanoi, Vietnam.

In the workshop, a group of Vietnam Television reporters learnt about the new tools of reporting and gained skills for shooting video with smart phones.

“With this new technology, am I about to lose my job?” asked one course participant, but she was assured that jobs are safe. However any journalist who wants to remain relevant must learn the latest skills to stay up to date in their employment.

“Today I learnt that I can have my own channel and my own audience, but so can everyone else”, said course participant Thuy. Changing audience consumption patterns are an important element of the course.

“I now know many useful apps that can help me to shoot video and audio on my smart phone”, course participant Bich said.

The workshop aimed to impart participants with skills in shooting, editing and filing video using smart phone and tablet technology, plus appropriate native and third party apps.

At the end of the workshop the participants understood the latest developments in new and social media and applied their understanding to gathering and sharing location video using smart mobile devices.

Because of changing audience consumption habits it is more important than ever for reporters to be equipped with tools that allow them to file from any situation quickly and to as many output channels as possible, including social media. The course equips them with those skills.

Participants were being taught a range of mobile smart device video tools, including mobile apps, social media interfaces and social media monitoring tools, and are learning the methods of filing their video reports using the latest mobile technology.

The participants are learning quickly. “Most people know the basics of smart phone cameras and apps from their own personal use, so all I have to do is update them on how to use what they know already in a professional situation”.

Participant Minh Hang said, “The media landscape is changing so quickly that we must keep up with the latest developments”.



Management and Digitisation of Audio-Video Archives

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



Mr Chang Jin, AIBD Director

Japan, explained the digital approach and their policies, priorities and their workflow. Mr Aale Raza from Whiteways systems explained about the cleaning and restoration techniques. He showed a few examples of video with noise being restored by using software.

The other topics discussed during the workshop were choosing the right format and media, review of the latest technology option for archive – Tape, Disk & Cloud, on demand archive solution, why metadata matters and how we manage it using advanced technology, integrating the archive workflow and finally case studies.

The speakers were from NHK-Japan, EMC, Whiteways, Panasonic and RTB Brunei. The workshop was attended by more than 80 participants from Asia-Pacific and other regions.

Asia-Pacific Institute for Broadcasting Development (AIBD) in collaboration with the Asia-Pacific Broadcasting Union (ABU) organised a one-day regional workshop on Management and Digitisation of Audio-Video Archives. The participants were from radio and television organisations, with experience in archiving of audio and video contents. The workshop was held on 29 February 2016 prior to the ABU Digital Broadcast Symposium in Kuala Lumpur, Malaysia.

techniques and management of existing archives, digital solutions for prevention and modern archiving systems, metadata and management of digital archives and case studies sharing experiences from broadcasters.

Experts from broadcast organisations and industry shared their experiences on the subject. In the first session Yasuhiko Iwasaki, Senior Manager NHK-

AIBD Director Chang Jin welcomed all participants and said audio-visual contents are one of the most important assets to any broadcaster. Saving this precious data, he said, could mean a lot of financial saving. He then highlighted the main difficulties faced by the broadcasters to preserve their audiovisual contents.

The workshop was divided into four sessions, which were preservation



Regional Workshop/Consultation Meeting

The Asia-Pacific Broadcasting Union (ABU) and the Organisation of Islamic Cooperation (OIC) recently gathered broadcasters and NGOs from five Asian countries as well as international organisations to examine approaches on how advanced technologies and applications can best serve women, persons with disabilities, elderly and extremely poor people in the region.

On 4th of March 2016, ABU and OIC organised a regional workshop/consultation meeting on Advanced Technologies for Digital Inclusion.

The workshop/consultation had two objectives: first, to familiarise the participating broadcasters, international organisations and NGOs with existing advanced technologies to provide equal accessibility to broadcast services to women, persons with disabilities, elderly and extremely poor people; second, to harness opinions and ideas to develop applications to use ABU Radio-in-a-Box for a Smart Village concept.

Nineteen people participated in the workshop, mostly broadcasters from Afghanistan, Bangladesh, Maldives, Malaysia and Pakistan. The rest were representatives of UNICEF, IFRC, International Committee of Red Cross and Malaysia Red Crescent. Ms Geraldine Mouche, Programme Manager at AIBD, attended the activity.

The delegates participated actively in lively discussions, sharing stories and examples from their countries and their experiences. They found the sessions extremely useful and were committed to lobby in their organisations to prioritise the development of early warning systems and adoption of technologies that would better serve persons with disabilities, women, girls poor people in remote communities.



Advanced Technologies for Digital Inclusion

The workshop generated a set of recommendations as a way forward in using the ABU Radio-in-a-Box as the basis for creating knowledge hubs in the form of Smart Community Centers.

Recommendations for the Smart Communities Concept

The participants were divided into two groups and engaged in hour-long brainstorming sessions to identify models for sustainable vibrant information and education centers and to list potential applications that are accessible, affordable and applicable to serve the information needs of communities. Below is the list of ideas and recommendations of both groups:

Sustainability

The Smart Community Centers should be built on solid grounds of a sustainable long term business model. The communities should rely less on outside funding, except during the start up phase. The initial funding by the government and other agencies should be gradually withdrawn, although for some

services such as school education and health education, government funding should be continuous because the state has an obligation to provide services to all its citizens in security, disaster preparedness, health and education. The Smart Community Centers will be used as an incubator for developing business ideas to cover the costs of its operations and provide new business opportunities for the community by linking the community with the outside markets.

Management and project ownership

Initially, funding agencies should closely monitor the establishment of the Smart Community Centers. As many agencies will be involved, there should be one agency to oversee the implementation of the project. However, the requirements of the community should be taken into account and the implementation should be led by the community's self-governing body.

Income generating ideas

Energy from renewable sources was

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Advanced Technologies for Digital Inclusion

identified as a potential source of income for the community after an initial investment in technology for generating electricity from wind, solar or water (tidal or other sources).

Connectivity was identified as another potential source of income or in some cases savings. For example, by receiving a daily info about the market prices for the crops they are growing farmers can optimise their profit. Another example is daily weather forecasts and agro meteorological info that can help farmers to protect their fields or optimise the use of water etc.

Linking local producers with national and global markets

The Norwegian company Global pedlars / PIDIO had helped the people in Dhakan, Mongolia where felting is a traditional handicraft, to make a design useful to Scandinavia and to market it via electronic media. Link for the slipper shop: <https://helt-toffel.myshopify.com/> and the marketing solution on Facebook <https://www.facebook.com/Heltoffel/>

This approach will be considered for the Smart Community pilot project in Pakistan with the aim to introduce a program for entrepreneurship and cottage industry for women.

Applications for Smart Community Centers

Disaster preparedness

This is one of the most important areas

of work and one of the prime applications of Radio-in-a Box. It was felt that using the Smart Community Centers to warn people of an approaching disaster, to disseminate information about rescue, relief and rehabilitation is of prime importance. These can prepare people by informing them.

Family reunion and wellbeing after disasters

Family reunion has been a strong line of work for the Red Cross and Red Crescent and Smart Community Centers could facilitate such effort. Additionally, it was proven during the Japan 2011 earthquake and its aftermath that counseling of the survivors greatly minimised their suffering. The Smart Community Centers can be crucial for these efforts.

Refugee camps

There were many different applications suggested for refuge camps, ranging from education for children and organising the daily operation of the camps to protecting women and girls and bartering of food rations between families.

Education for children

The Smart Community Centers could provide top quality education even to the remotest places in a cost effective way. This model could be used for education in the Maldives where some islands have a population of less than 100 people and it is not feasible to have schools. Other suggested applications are for educating girls in Pakistan and overcoming the problem of 20,000 ghost schools across the country.

A pilot project in Mauritius on education through a knowledge hub was presented.

Healthcare and health education

Several projects dealing with health issues such as family planning, reproductive health, child-rearing, nutrition, and malaria prevention were identified targeting especially women.

Capacity building

Suggested areas for capacity building were literacy, including media literacy, and knowledge of changing local climate patterns etc.

Weather and Market Information

This was identified as a key need. Such information would allow producers to plan better their work.

Water and food security and access to water and food

This was identified as crucial for the communities and their security in the long run especially considering the changing climate and weather patterns.

In addition, the forum discussed specific regional needs for information. If Africa area would be focused on food, security, water and medical help, the interest of the Asia-Pacific countries would be more on climate change and disaster risk reduction.

The way forward for ABU would be now to establish a database of innovative and advanced practices of using technologies to connect and serve all citizens.





Health is Central to Disaster Risk Reduction

By **Mr Robert Glasser**

Head of the UN Office for Disaster Risk Reduction and the Secretary-General's Special Representative for Disaster Risk Reduction

Traditional views of disaster management were turned on their head by the Sendai Framework for Disaster Risk Reduction when it was adopted by UN Member States on March 18 last year to become a foundation stone of the new 2030 Development Agenda.

The agreement adopted at that Third UN World Conference on Disaster Risk Reduction celebrated its first birthday on March 18. Health is a major element in the new vision for disaster risk management encapsulated in the Sendai Framework which covers both man-made and natural hazards and related environmental, technological and biological hazards and risks.

Broadcasters have the opportunity to help bridge the gap between ambition and reality by raising awareness at the community level of how to build resilience in a holistic way and to ensure that memory triumphs over forgetfulness in remembering the lessons of past disasters.

The Sendai Framework is not just the product of three years of exhaustive consultations but also of the experience gained in implementing its predecessor, the Hyogo Framework for Action (HFA) which was adopted in early 2005 by a world still shocked from the 227,000 deaths inflicted a few weeks earlier by the Indian Ocean tsunami of December 2004.

The introduction of health as a major focus for disaster risk reduction makes absolute sense when you consider the outbreak of dengue which Thailand is currently experiencing alongside the threat of the Zika virus. The elimination of mosquito breeding sites is now a major priority for many national disaster management agencies.

The inclusion of public health emergencies and the protection of health infra-

structure in the Sendai Framework is further evidence that a culture of disaster risk reduction has been spreading across the world. This is nowhere more evident than in Asia where government ministers meet regularly to review progress.

It is evident in legislative and policy changes, school curricula, new institutions and a decline in mortality from weather-related disasters in many countries, thanks to improvements to early warning systems, including tsunami alerts, and timelier evacuations.

Many political leaders have embraced disaster risk reduction as a key element of government policy. In Thailand, the 2004 tsunami galvanised national efforts to take a pro-active approach to disaster risk.

With national and local elections coming up in the Philippines, there have been several calls for candidates to demonstrate knowledge and understanding of disaster risk management in a country which experiences more cyclones than any other.

In Indonesia which bore the brunt of the Indian Ocean tsunami, disaster risk reduction is a national priority given the challenges of dealing with so many natural and man-made hazards such as the wildfires which spark health concerns across the region.

Implementation of the Sendai Framework has at least two key challenges.

One is to bring about a paradigm shift from managing disasters to managing the underlying risk factors which drive those disasters. These include poverty, unplanned urbanisation, poor land use, climate change, environmental degradation and weak governance.

The second and equally great challenge is how to bring about a shift in perspective

on disaster management so that health – both public health and public health infrastructure – becomes a key area of focus for disaster risk reduction knowing that an under-resourced and poorly protected health system can multiply the impact of any initial disaster event.

The International Health Regulations are embedded in the Sendai Framework and this must act as further incentive to those 67% of WHO member States which do not comply with those regulations when it comes to appropriate response to public health emergencies of international concern.

What the Sendai Framework calls for is a breaking down of silos. We live in an inter-connected world where natural hazards can trigger a health crisis or a technological disaster. Cascading impacts from one event can multiply and expand the numbers of people affected in unforeseen ways.

This was a feature of the Great East Japan Earthquake and Tsunami five years ago which claimed 19,000 lives and triggered a major health emergency following a nuclear meltdown at the Fukushima Daiichi nuclear power plant causing a major release of radioactivity.

The location of health facilities is a major cause of concern in disaster prone settings. The ground floor of the main regional hospital serving Tacloban City was inundated by the tidal surge which accompanied Typhoon Haiyan when it struck the Philippines in November 2013 and staff had less than an hour to move patients in intensive care to safety. The hospital's power supply was knocked out for a vital couple of days as casualties started to arrive.

An integrated approach to health and disaster risk reduction is now an all-of-society imperative.

UN-APCICT Launches a Regional Forum on ICT Human Capacity Development and the Women and ICT Frontier Initiative (WIFI)

By **Mr Robert de Jesus**
Programme Officer, APCICT



On the occasion of its 10th Anniversary, the United Nations Asian and Pacific Training Centre for Information and Communication Technology for Development (UN-APCICT) will organise the Regional Forum on ICT Human Capacity Development on 9-10 June 2016 in Incheon, Republic of Korea. It will also launch its latest flagship ICT capacity development programme called Women and ICT Frontier Initiative (WIFI).

UN-APCICT was established on 16 June 2006 as a regional institute of the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) with the mandate of strengthening capacities of member States on using ICT for sustainable development. In pursuit of this mission, the Centre develops and implements ICT capacity development programmes and services along three pillars: training, research and knowledge sharing and advisory services.

The Centre has two flagship programmes as part of its training. The *Academy of ICT Essentials for Government Leaders* was launched in 2008 to equip government

leaders, policymakers and civil servants with the knowledge and skills on utilising ICT for sustainable development. It consists of 11 Academy Modules that covers basic concepts and specialised topics on ICTD and the programme has been implemented in 30 countries in Asia and the Pacific, even reaching other regions. Similarly, *the Primer Series on ICTD for Youth*, launched in 2012 as learning resources that universities can use to expand the coverage of ICTD education in undergraduate and graduate courses, has now been rolled out in 14 countries and introduced in 2 sub-regions. Over 130 universities have been utilising the Primer Series programme in their academic curriculum reaching thousands of students.

The reach of these two flagship programmes are amplified through the Centre's distance learning platform, the APCICT Virtual Academy, that allows easy access to the course materials and facilitates continuous learning among learners.

The Centre also undertakes research

on good practices on ICTD, current and emerging trends in the ICT landscape, and their implications for human resource development. Among its key publications are the *Briefing Note Series*, *ICTD Case Study Series*, *Knowledge Sharing Series* and *Brief on ICT Trend*. Furthermore, APCICT provides technical assistance and advisory services to ESCAP member States on developing and implementing ICTD human capacity building programmes to its partners on how to institutionalise and sustain their ICT capacity development.

APCICT's achievements would not have been possible without the strong collaboration and support of APCICT's strong and committed network of partners and stakeholders, who have cooperated with the Centre in the development, implementation and delivery of the flagship programmes. Reaching the milestone of Centre's decade of ICT capacity development work, the 2016

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Broadcast journalists using social media in times of disasters must follow similar editorial guidelines traditional media adheres to in reporting; they must ensure information downloaded from and uploaded to social media meet the rules of accuracy. Facts must be checked and verified.

“There is a need to be quick, but never at the expense of accuracy”, Alfonso Tomas Araullo, a popular broadcast journalist from ABS CBN TV Network in the Philippines, told the Broadcaster in a recent interview. He was a speaker at the Asia Media Summit in Jeddah, Saudi Arabia in May 2014 where he spoke on media in emergency situations.

Araullo, whose daring coverage and video footage of super typhoon Haiyan in 2013 went viral worldwide, said “wrong information can spread really quickly on social media, and it’s very difficult to make corrections. We don’t want to make a bad situation even worse”.

Various stakeholders dealing with disasters and emergency preparations articulated a similar advice in two symposia on the Great East Japan Tsunami organised by the Intergovernmental Oceanographic Commission of UNESCO and the United Nations University, in collaboration with the Government of Japan in 2011 and 2012. They acknowledged the role of social media in collecting and distributing information to/from the public and said that the “information requires the same verification as any other source of information used by journalists in order to be credible and reliable”.

Asked if social media was helpful during Haiyan, Mr Araullo said that in the first few days, it was all about driving attention to a very bad situation in Central Philippines.

Culture of Fact-Checking & Verification in Social Media

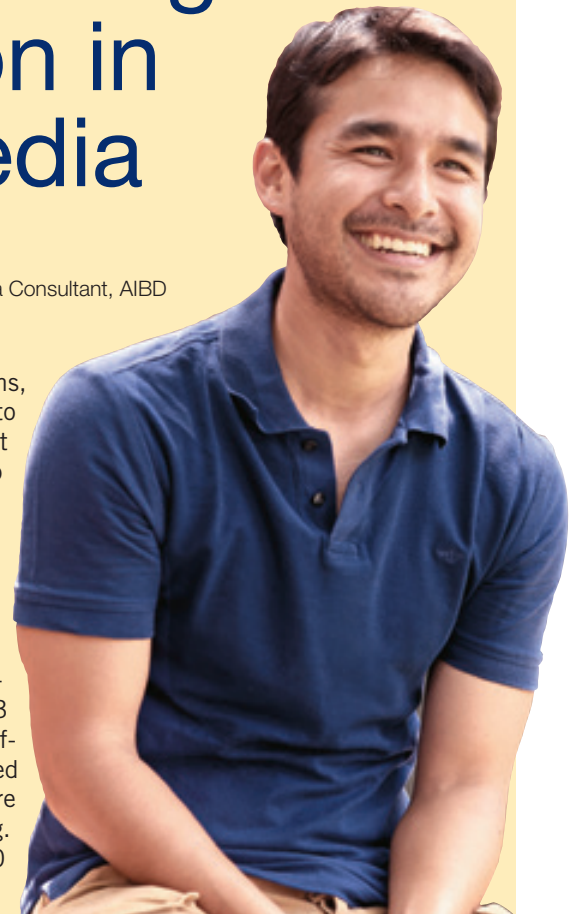
By **Mr Jose Maria G. Carlos**
Editor, Broadcaster Magazine and Media Consultant, AIBD

“In the succeeding weeks and months, people would use social media to organise relief operations and recruit volunteers. Beyond that, there was also a lot of discussion and introspection about what went wrong, and how things can be improved in the future”, he said.

According to the Philippines’ National Disaster Risk Reduction and Management Council (NDRRMC), more than 3 million people in 44 provinces were affected by Haiyan. A total of 6,300 died while close to 29 were injured and more than one thousand reported missing. Total damaged reached close to 90 billion pesos or 1.9 billion US dollars.

In the interview, Araullo added that social media can contribute in many ways by helping spread crucial information during the preparation phase and informing the public about developments as an emergency unfolds.

“It is also an effective way of encouraging people to help victims of calamity. We saw this during typhoon Yolanda and other disasters in the Philippines, where social media is quite vibrant”, he pointed out.



Alfonso Tomas Araullo

A Male Broadcast Journalist of the Year for TV awardee in 2014, Araullo now anchors a TV/radio programme *Red Alert* dealing with disaster and emergency preparedness. In his show, Araullo said social media participation makes the discourse richer and more interesting. “We simply ask people to send in their questions or comments through social media (particularly Twitter), and we read them on air”, he said.

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UN-APCICT Launches a Regional Forum on ICT Human Capacity Development and the Women and ICT Frontier Initiative (WIFI)

Regional Forum on ICT Human Capacity Development will be an occasion for the Centre and its partners to reflect on their collective achievement in ICTD capacity building in the past 10 years, renew their commitment, and chart the vision for ICT capacity development in the upcoming years aligned with the 2030 Agenda on Sustainable Development.

Key thematic discussions will also focus on

harnessing ICT for ‘inclusive development’ and in line with this, the Centre will launch at the Regional Forum its latest flagship programme, called Women and ICT Frontier Initiative (WIFI). WIFI aims to create socially and economically-empowered women

through ICT-enabled entrepreneurship. It endeavours to strengthen capacity of current and potential women entrepreneurs in Asia and Pacific on utilising information and communication technologies (ICT) in support of their businesses as well as to strengthen capacity of government leaders and policymakers to create an enabling environment for ICT-empowered women entrepreneurs.

For additional information and queries, please visit
<http://www.unapcict.org/>

Social Media Policies & Protocols during Disasters

By Mr Jose Maria G. Carlos

Editor, Broadcaster Magazine and Media Consultant, AIBD



Social media is increasingly playing a larger role in disasters and emergency preparedness. Its use has seen explosive growth in all kinds of disasters as the public becomes more active online, turning to social media for information update.

To be effective in the use of social media much more has to be done.

Governments, media and civil society groups should develop social media policies, guidelines and protocols ahead of time as part of their communication strategies in dealing with disasters.

Such an approach will enable stakeholders in disasters to effectively offer relevant and correct information, connect meaningfully with users and those affected by disasters, respond quickly to victims' needs and protect organisation's assets, reputation and future.

Nancy Flynn, author of *Social Media Handbook: Policies and Best Practices to Effectively Manage your Organisation's Social Media Presence, Posts and Potential Risks* offers a seven-step action plan for successful social media policy and compliance management as follows:

- “form a social media policy team
- develop a strategic social media policy and compliance management plan
- conduct comprehensive social media policy audits among managers and staff
- write effective social media policy and related acceptable use policies
- educate employees about risks and rules, policies and procedures
- manage written policies with disciplinary action
- enforce policy and help ensure compliance with technology tools designed to monitor, filter, block, and otherwise manage use, content, and records”.

The screenshot shows the UNISDR website interface. At the top, the UNISDR logo is visible along with navigation links for 'WHO WE ARE', 'WHAT WE DO', 'WHERE WE WORK', and 'WHO WE WORK WITH'. A search bar is also present. Below the navigation, there is a 'Latest News' section with a featured article titled 'BUILDING BACK BETTER AFTER DISASTERS...'. This article includes an illustration of a building under construction with a crane and people. Below the news section, there are several featured documents and events:

- SENDAI FRAMEWORK FOR DISASTER RISK REDUCTION 2015-2030**: A document titled 'Sendai Framework for Disaster Risk Reduction 2015-2030' with a 'Download Document' button.
- INDICATORS AND TERMINOLOGY**: An 'Intergovernmental Expert Working Group' report titled 'INDICATORS AND TERMINOLOGY FOR ASSESSING VULNERABILITY TO DISASTER RISK'. It mentions a session of the open-ended intergovernmental expert working group in Geneva on 29-30 September.
- HEALTH AND DISASTER RISK REDUCTION CONFERENCE**: An international conference on the implementation of the health aspects of the Sendai Framework, held on 10-11 March 2016 in Bangkok, Thailand.
- UNITING NATIONS, PEOPLE AND ACTION FOR RESILIENCE**: A featured organization section for UNESCO, highlighting its role in constructing a global culture of resilient communities.
- UNISDR SCIENCE AND TECHNOLOGY CONFERENCE**: A conference on the implementation of the Sendai Framework for Disaster Risk Reduction 2015-2030, held on 27-29 January 2016 at the Geneva International Conference Center.

Assistant Professor Bruno Takahashi of the Michigan State University, USA, says: “We need to think of social media not as an afterthought. It needs to be integrated into emergency-preparedness plans”. He and his research team

studied the use of social media during super typhoon Haiyan in 2013 in the Philippines and found out that “more tweets and Facebook messaging might have made a difference” in dealing with the effects of Haiyan.



Part of the social media policy and strategy governments can undertake is to set up a national network of social media staff across all emergency management organisations. Preparedness planning requires such strategy that must also consider the convergence of social networks and mobile.

It's important for disaster stakeholders to understand users' consumption behaviour to be able to design an effective social media policy and strategy appropriate for an emergency.

Public education for effective use of social media is also vital. People need to learn how to source information from the web and how to publish relevant information. Part of this public education is enhancing media and information literacy for a healthy use of social media.

Mechanisms should also be in place to minimise the risks of inappropriate tweets, text messages and videos that circulate quickly on the web and social media in times of emergency.

A common risk is the spread of misinformation and rumours that can go viral and create more problems. Broadcasters should be reminded of the need to strengthen standards in checking facts and verifying information in social media.

Also problematic is the presence of irresponsible scammers using social media to make money. While social media can facilitate efforts to raise donations for emergency needs and disaster victims, it can be an attractive tool for scam artists to make money in the wake of a tragedy.

After the 2011 Japanese tsunami, more than 5,500 tweets per second about the disaster were reported. "Social media using the Internet played a certain role as a communication tool alongside of conventional media such as radio and television. It took a huge step for gaining a social status as a communication tool", says Yumi Yoshitsugu of NHK Broadcasting Culture Research Institute.

During super typhoon Haiyan that battered the Philippines in 2013, "Filipinos converted their social media accounts into newsfeeds carrying pleas to send aid to affected areas," said Alma Anonas-Carpio, a correspondent of Global Post. Using the Internet and smart phones, people in the calamity zones sent out mayday calls and list of needed supplies," she added.

Mr Atom Araullo, a Philippine broadcast journalist who extensively reported on Haiyan, that the use of social media generated much attention about the severity of Haiyan. Social media also

helped "organise relief operations and recruit volunteers, triggered discussion and introspection about what went wrong, and how things can be improved in the future", he said.

Expanding the role of social media in times of disasters and in emergency-preparedness plans and crafting social media policies make sense considering the exponential growth of social media in the region. *We Are Social* estimates that social media usage has increased by 14% in 2015, bringing to 2.37 billion active social media users across the globe. That's about 32% of the world's 7.37 billion population, with Asia-Pacific driving much of this growth.

Such growth is not simply a trend, but almost an obsession with social media that has strongly integrated into the lives of many.

Disasters too have experienced a similar phenomenon. The Food and Agriculture Organisation reports in November 2015 that "droughts, floods, storms and other disasters triggered by climate change have risen in frequency and severity over the last three decades, increasing the damage caused to the agricultural sectors of many developing countries and putting them at risk of growing food insecurity".

Damage to human life and property was also extensive. The United Nations Office for Disaster Risk Reduction (UNISDR) said that after droughts, floods inflicted the second greatest impact in 2015, About 25.5 million people were affected by 152 floods and 2,310 lives were lost. Asia and the Pacific bore the brunt of 90 storms in the past year, including 48 attributed to rising sea levels and sea surface temperatures. Globally, storms resulted in 996 deaths and affected 10.6 million people in 2015.

To allow social media to expand its role in disasters and emergency preparedness, users and those involved in crisis communication should acquire a better appreciation and understanding of their roles in society.



EU Initiative InVID: In Video Veritas?

By **Ms Xiaoying Zhang**
Deputy Head, International Relations,
Deutsche Welle, Germany

As part of a co-funded EU project, an international research group including DW experts has started a three-year “Innovation Action” to detect fake user-generated videos (UGV) and eliminate them from news reports.

The InVID initiative (In Video Veritas – Verification of Social Media Video Content for the News Industry) will create a platform providing services to identify news-relevant videos on social networks, to verify the content and to clarify usage rights.

UGV can be extremely valuable for news services, as they often provide the very first images of a dramatic event or a crisis area. However, they can irrevocably destroy the reputation of a news service if they prove to be manipulated or falsified. Within media organisations, attempts to verify UGV content consume a large amount of resources.

InVID aims to automate most of these steps to speed up and facilitate the process for professional journalists. On the future platform, topics that represent breaking news on social media will be identified. Videos being uploaded and shared about these topics on social networks will then be found, indexed, temporally fragmented and annotated based on their content. Based on the annotations and metadata, which include information about the user, location and time of recording, it will be possible to carry out an initial ranking of the videos. The subsequent verification process will focus on videos that are likely to be relevant and reliable.

The existing verification process relies on individual human assessment rather than objectively quantifiable criteria. Those responsible for content authenticity must establish whether the time and location of the event portrayed in the video appear plausible, that the video material was not manipulated or previously published, and that the metadata are correct. They also have to find out who recorded the video, whether this person can be contacted, whether similar images of the same event are available online, and



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the extent to which the event is already being discussed on social media.

About InVID: InVID (In Video Veritas – Verification of Social Media Video Content for the News Industry) is an Innovation Action that has received funding from the European Union’s Horizon 2020 research and innovation program under grant agreement No 687786. InVID started in January 2016 and will run until December 2018. Its goal is to build a platform providing services to detect, authenticate and check the reliability and accuracy of newsworthy video files and video content spread via social media. The project is coordinated by CERTH (Centre for Research and Technology Hellas, Greece), and the consortium’s

partners are MODUL Technology GmbH (Austria), Universitat de Lleida (Spain), EXO MAKINA (France), webLyzard technology GmbH (Austria), Condat AG (Germany), APA-IT Informations Technologie GmbH (Austria), Agence France Presse (France), and Deutsche Welle (Germany). For more information see www.invid-project.eu.

Deutsche Welle (DW) is Germany’s international public service broadcaster. DW will make sure that experiences gained in past and ongoing projects, as well know-how from its day-to-day operations, will be fed into the InVID project work to the advantage of both Deutsche Welle and the InVID project goals.

Role in the Project:

Deutsche Welle is a user partner in InVID and provides insights from the News industry. This includes formulating requirements, testing and validating InVID results, participating in the InVID pilot applications and services, and disseminating project results and activities. Being at the interface of content production and distribution / interaction, and dealing with the ever-growing importance of Social Media in the news business (especially the need of assuring the validity and accuracy of user-generated content before it is used in the reporting process) DW will make highly beneficial hands-on contributions to the InVID project.

New Media Approach

Google

News Lab

By **Mr Arun Venkataraman**
Google News Lab, USA

At Google, our mission is to organise the world's information and make it universally accessible and useful. The **Google News Lab** focuses on some of the most important stakeholders in serving that mission across the globe: journalists and media organisations. As we look to expand our presence in Asia, we'd love to tell you a little bit about who we are and what we do.

The rapid shift to digital over the last decade has brought both tremendous opportunities and significant challenges to journalism. On one hand, it's never been easier to empower a diverse set of storytellers and voices from every corner of the globe. Technology can enable a story from anyone anywhere to reach everyone everywhere. On the other hand, the shift to digital has presented robust challenges from monetisation to preserving strong local investigative journalism.

We see our role as working with newspapers, media entrepreneurs, and other media institutions to solve some of those challenges and to shape some of the opportunities critical to the future of media and digital storytelling. As a technology company, we hope to bring to bear our unique perspective, expertise, and convening power to help solve the challenges we all care so deeply about.

We are always looking at new approaches to accomplish this – from initiating VR experiments that look to extend empathy around important stories to showcasing new forms of data journalism. But we primarily focus on pushing our mission forward in three ways.

First, we showcase the potential of Google data in digital storytelling to unleash fresh, powerful insights in visually evocative ways. We built tools like **Google Trends** and the **AP US Election Buzz** tool specifically for journalists, to help power insights with a look at shifts

in Google search volumes around key stories and individuals. Second, we work with partners and non-profit organisations that are taking on some of the most significant challenges in the media ecosystem. Our partners from around the world are some of the most innovative organisations in media, tackling a wide range of challenges and opportunities in the news industry today. From **Matter VC** supporting media startups, to the **Center of Investigative Reporting** empowering investigative journalism, to the **First Draft Coalition** bolstering the impact and accuracy of eyewitness media reporting, we believe the best innovations in media come when journalists and technologists work together. Finally, we conduct trainings on Google tools for media organisations across the globe. We've conducted trainings for over 15,000 journalists across 150 newsrooms in 39 countries in tools like Google Earth and Trends. We also recently launched a **35 lessons in 18 languages** on g.co/newslab designed to help journalists and digital storytellers everywhere learn the best ways to use Google tools for reporting and storytelling.

Visit g.co/newslab to learn more about what we do and follow us on Twitter @[googlenewslab](https://twitter.com/googlenewslab) to receive the most recent updates about our work. If you have any ideas for how we can work together or any questions, please email us at newslabsupport@google.com. We are so excited to be amplifying our presence in Asia and helping push forward this vital mission in a part of the world we care so deeply about.

Anniversary Celebrations

ABC International Celebrates First Year Anniversary of China Portal

By **Ms Amy Grace**
Digital Marketing Coordinator for International, ABC Audience & Marketing

The Australian Broadcasting Corporation's (ABC) International division celebrates the first anniversary of AustraliaPlus.cn, its Chinese registered web portal, in April 2016. To coincide with the celebrations, special content will be broadcast and published across partner media organisations including Shanghai Media Group, Beijing Television, Shanghai Daily, Century 21 and Chengdu Television. Australia Plus content appeals to Chinese people seeking to know more about Australia and its people or wanting to work, study, do business or holiday in Australia.

Most recently, ABC International formed a partnership with Chengdu TV. In the first collaboration for the two media



organisations, reporters from Chengdu TV travelled to Australia to report from various locations with Ms Ning Pan, presenter and content maker for the Australia Plus China service. These stories will be broadcast on Chengdu TV as part of AustraliaPlus.cn anniversary celebrations in April. To view footage and learn more about this collaboration, and to read articles about life in Australia with a focus on travel, education and doing business, visit AustraliaPlus.cn.



New Graduates from Myanmar's Diploma in TV Broadcasting

By Ms Aye Nyein Thu

Training Coordinator & Interpreter, Training & MMDC, Forever Group Co., Ltd.

and Ms Isabella Kurkowski, Country Representative Myanmar, DW Akademie, Asia & Europe, delivered congratulatory speeches and urged students to aspire for excellence in broadcasting.

The graduating students were presented the certificates of achievement by Mr Nyein Min, a multi-awarded script-writer, Mrs Grace Swe Zin Htike, Country Director of Myanmar Mobile Education Project, Mr Naing Than, General Manager-Admin of Forever Group and Mr Lu Min, the Chairman of Myanmar Motion Picture Organization (MMPO).

The winning piece featured a teacher who welcomed a crazy young woman in his classroom, and subsequently remembered an unforgettable summer when the woman was still his student.

The 2nd prize was awarded to Group 1 who worked on the project entitled "Guns & Roses", an action romance drama about an undercover agent sent to capture a syndicate head. Under a disguise, she befriended and gained the trust of a young man that would lead her to her mission. The 3rd prize went to the group project entitled "The Ego", a psychological drama about a young man's decision to exact revenge. After being humiliated in a meeting, the young man realized how his boss who was his childhood friend made his life miserable. The consolation prize was given to Group 2 which produced "The Secret



Forty-four students recently graduated from the Diploma in TV Broadcasting under the supervision and guidance of the Myanmar Ministry of Information and the Myanmar Media Development Centre with support from Forever Group.

They belonged to the 6th batch of graduates from this course that included a broadcast competition. Students belonging to Group 3 won 1st prize for their project entitled "Lost Summer", a melodrama about a teacher in a far-flung province.

At the graduation ceremony on 3rd March 2016 at PARKROYAL Hotel, Yangon, Forever Group, CEO Mr Win Maw,

Plan", a horror drama about a group of four teenage friends who went out for a weekend fun trip. Unfortunately, a harmless prank caused the sudden death of one of them.

Two students spoke on behalf of the graduates and thanked the institutions responsible for their participation in the course.



Media Event



A unique event of its kind in the Middle East, North Africa and the Gulf countries, is being actively prepared in Tunis, Tunisia. The Arab Radio and Television Festival reaches this year its 17th edition. It will be held from 2-5 May 2016 in the seaside resort of Hammamet, 65 kilometers south of Tunis.

The Festival is organised by the Arab States Broadcasting Union (ASBU), in collaboration with the Tunisian Radio and Television Establishments and in partnership with the prestigious ARABSAT, leading satellite provider in the Arab region.

The Festival aims to achieve several professional objectives in the service of the Arab audiovisual industry, including developing radio and television content production, promoting a competitive environment for a better Arab product and encouraging creative energy and young talents in the field.

Participation in the Festival will not be limited to all public channels and Arab radio and television, but will

More Innovations at the Arab Radio and Television Festival

By **Mr Khemais Chaieb**

Information Officer, Arab States Broadcasting Union (ASBU)

also extend to private channels, the production companies and all creators, media professionals, producers, directors, distributors and technicians. Foreign radio and television channels broadcasting in Arabic are also welcome to participate.

Besides the two major artistic and musical opening and closing shows, the Festival will feature several contests and competitions for different kinds of production, a TV programmes market to facilitate the exchange of these productions among radio and TV channels and production companies, an exhibition of the latest developments in the field of professional equipment, and several forums and discussion workshops

covering the main concerns of the industry.

Several innovations are featured in this year's edition, which marks the 35th year in the Festival's life. Indeed, all events are completely relocated outside of Tunis for the second time in a row. Starting with the 2015 edition, the Festival is held annually instead of once every two years until the 15th edition. To further encourage competition, a number of cash prizes have been introduced to reward the best productions. Awards will no longer be limited to the much-sought Festival trophy.

In order to open up to the outside and benefit from their experience, the Festival will accept for the second time participation in the programme contests and competitions from foreign radio and television channels, broadcasting in the Arabic language.



Arab Radio and Television Festival 2015

For more information,
visit the Festival site:

www.asbufestival.com

Contact:

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Call of Entry

for AIBD Awards 2016

AIBD is pleased to announce the opening of call of entry for the AIBD Awards 2016. All AIBD members and affiliates are eligible to participate in this project. Supported by AIBD, this competition will provide the opportunity for television and radio producers to receive international recognition for their work.

The Awards are open in the following two categories:

AIBD TV Award for the Best TV Programme on:

[Reviving Lost Cultural Heritage](#)

Each country possesses its own distinctive cultural practices that have been passed from generation to generation, such as craftsmanship, calligraphy, performing arts, etc. In the rush for modernisation, many of these traditional expressions have been lost or are under threat. How can the society work to revive this precious heritage and keep these traditions alive?

[Ending Conflict, Promoting Peace](#)

In recent years, we have seen a sharp rise in wars, sectarian conflicts and civil strife. Not enough attention is paid to those who work to foster goodwill, use diplomacy and build bridges between people. What measures are being taken by people on the ground to work to end disharmony and resolve these problems?

AIBD Radio Award and Reinhard Keune Memorial Radio Award for the Best Radio Programme on:

[Escape from Poverty](#)

Item No. 1 on the Sustainable Development Goals announced in September 2015 is to 'End poverty in all its form everywhere'. The issue of poverty alleviation is critical to the development of many countries, yet it is often presented in statistical rather than human terms. What are the real personal stories of escaping poverty that can raise awareness on this topic?

[Emergency Broadcasting](#)

The Asia-Pacific region remains especially prone to emergencies, such as natural disasters and other manmade disasters. How has radio been a tool to help affected stakeholders in such situations? What are the best showcases of efforts on radio to handle such emergency scenarios to save lives and restore communities?

"The Prize" consists of US\$ 500.00 cash, a trophy and a certificate presented by AIBD per Award category.

Winners and runners-up will be announced during the 42nd Annual Gathering / 15th AIBD General Conference & Associated Meetings, to be hosted by the Islamic Republic of Iran Broadcasting (IRIB) in Tehran, Iran from 25 to 27 August 2016.

Please note that producers can submit up to one programme per topic and the deadline for programme submission is **1 July 2016**.

Please find the relevant information on criteria, regulations and application forms for the AIBD Television & Radio Awards 2016 on the AIBD website.

We look forward to receiving entries and application forms as soon as possible.

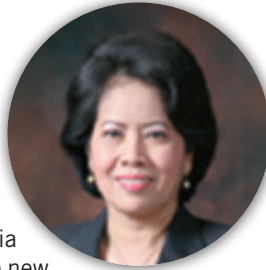
For any queries regarding this event, please contact me at

saqib@aibd.org.my

AIBD New Appointments New Leaders

DIRECTOR GENERAL OF PUBLIC COMMUNICATION INFORMATION (IKP)

Dra. Rosarita Niken Widiastuti



Director of LPP Radio Republik Indonesia (RRI) Rosarita Niken Widiastuti is now the new Director General of Public Communication Information (IKP). She replaces Acting Ministry of Communications (Acting) General Djoko Agung. Her Inauguration coincides with the appointment of the Secretary General Kemkominfo Farida Dwi Cahyarini as Minister of Communications and Information Technology (MCIT).

Rosarita Niken Widiastuti is the current President of the AIBD General Conference. She served as the President Director of Radio Republik (RRI) Indonesia from 2010 to March 2016 and Vice Chairperson of the ABU Programme Committee from 2008 to 2012. Since 1983, she held various positions such as Head of RRI Cirebon followed by Director of Programme Production and Director Administration and Finance respectively. An experienced journalist and broadcaster, she also serves as a lecturer at Multi Media Training Center (MMTC), Gadjah Mada University, State University and Communication Academy in Yogyakarta.

VOV's PRESIDENT

Assoc. Prof. Dr Nguyen The Ky



Assoc. Prof. Dr. Nguyen The Ky, born in 1960 in Nghe An province, was appointed the new President of the Voice of Vietnam. Before joining the VOV, he held key positions including Deputy Director of Nghe An's Radio and Television Broadcasting Station, Editor in Chief of Nghe An's Newspaper, Deputy Head of Nghe An

Provincial Department of Communications and Education, and Party Secretary of Nam Dan District, Nghe An province. He also served as Director of the Press and Publication Department of the Party Central Commission for Communications and Education and Deputy Head of the Party Central Commission for Communications and Education.

At the 12th National Party Congress in January, Mr Nguyen The Ky was elected the member of the 12th Central Committee of the Vietnamese Communist Party.

DIRECTOR GENERAL AT TBC

Dr Ayub Rioba Chacha



Dr Ayub Rioba Chacha was appointed as Director General of the Tanzania Broadcasting Corporation (TBC). He has been a media specialist for a long time, with a rich experience in mass communications, media and journalism fields since 1993.

He completed a Bachelor degree in Mass Communications at Makerere University in Uganda and pursued Masters and PhD

programmes in Wales and Finland. He holds a PhD in Mass Communications from the University of Tampere and a Masters Degree in Journalism from the University of Wales (Cardiff).

DIRECTOR GENERAL AT DOORDARSHAN

Mrs Aparna Vaish



Mrs Aparna Vaish assumes her new post as Director General of Doordarshan, India. Before her appointment, she was an officer in the Senior Administrative Grade of Indian Broadcasting (Programme) Service.

She finished an MSc degree in Biochemistry (1st Position), Lucknow University, and became a Hubert Humphrey Fellow at the Newhouse School of Public Communications, Syracuse University, USA.

In 1983, she joined AIR as a Science Officer and subsequently served as Executive Producer Education & Science Broadcasts AIR, Delhi, and held various positions in Doordarshan including Director of Programmes, Doordarshan News, Delhi, DDG In-charge, Central Commissioning Unit Doordarshan Directorate, Delhi, and DDG, Doordarshan (West Zone).

She has extensive training experience at the Discovery Channel, Worldnet, Voice of America and the American Association of the Advancement of Science. She also trained at NHK Japan for Tsunami Warning Systems, Asia Pacific Institute for Broadcasting Development, and the National Public Radio for Science Broadcasts.

She produced a number of award winning radio and television programmes and won the National Award for Science Popularisation in the Mass Media in 2001, Ministry of Science & Technology, India.

BTV DIRECTOR GENERAL

Mr Haroon-or-Rashid



Mr Haroon-or-Rashid began his term as Director General of Bangladesh Television on 14 January 2016. He is a senior member of the country's Civil Service Administration Cadre, a cultural activist, playwright and former journalist.

Prior to his present posting he worked in the Ministry of Information as Additional Secretary, the NGO Affairs Bureau, Ministry of Post and Telecommunication, Ministry of Defense, etc. and in Bangladesh Mission abroad.

He has vast knowledge on frequency management along with new technology and human resource development. A graduate of higher education in Mass Communication and Journalism from the University of Dhaka, he trained in telecom management, media content development, transmission and broadcast system

from Europe, Asia and the USA. As a prominent playwright, Mr Haroon wrote many television dramas and received many awards and certificates for his contributions in different fields of media and communication.



DIRECTOR GENERAL OF BANGLADESH BETAR
Mr A K M Nesar Uddin Bhuiyan

Prior to his appointment as the New Director General of Bangladesh Betar, Mr A K M Nesar Uddin Bhuiyan served different Ministries as an Information Officer and Senior Information officer till 1999. On 11 November 1999, he was promoted as Director and joined the Department of Mass Communication. He served the Bangladesh Parliament Secretariat as Director (Public Relations) from 2000 to 2002.

In 2003, Mr Nesar was promoted as Deputy Secretary to the Government and in 2006 as Joint Secretary. From 2007 to 2009, he served the Bangladesh Textile Mills Corporation (BTMC) as Director Commerce and Director Finance.

Later in November 2009, Mr Nesar joined the President of Bangladesh as Press Secretary. From 2013 to 2015, he served as Director General of National Institute of Mass Communication (NIMC), and from June 2015 to February 2016, as an Additional Secretary in the Ministry of Women and Children Affairs.

Mr. Bhuiyan has a Masters of Social Science (MSS) degree from the University of Dhaka.

ABC MANAGING DIRECTOR

Ms Michelle Guthrie



Ms Michelle Guthrie began as ABC Managing Director in May 2016 following an international career as a leading media executive in Australia, the UK, Asia and the US. She brings to the ABC an impressive range of skills, knowledge and leadership across business management and content development.

Educated in Sydney, Michelle started her career as a lawyer in the media group at Allen Allen and Hemsley but relocated in the 1990s to News International in London where she helped develop global pay TV businesses including BSkyB and developed content streams and business plans for a wide range of channels in Europe, Asia and North America. Michelle helped launch Foxtel in Australia before relocating to Star TV in Hong Kong where she was appointed Chief Executive Officer in 2003.

She spent several years as an equity adviser and investor based in Hong Kong before being lured to Google Asia in 2011 as Managing Director for Agencies.

Michelle Guthrie comes to the role of ABC Managing Director with a unique vision to lead the broadcaster into the next chapter of its history. She has inherited an organisation renowned for innovation and quality content and is perfectly placed to continue its finest traditions as a public broadcaster while leading it into new directions as a digital media company.

6 MEMBERS TO MALDIVES BROADCASTING COMMISSION



Mr Mohamed Shabyh

President Abdulla Yameen Abdul Gayoom has appointed six new members to the Maldives Broadcasting Commission constituted under Article 3 of the Broadcasting Act (Act number 16/2010).

President Yameen presented their Letters of Appointment at a ceremony held at the President's Office.

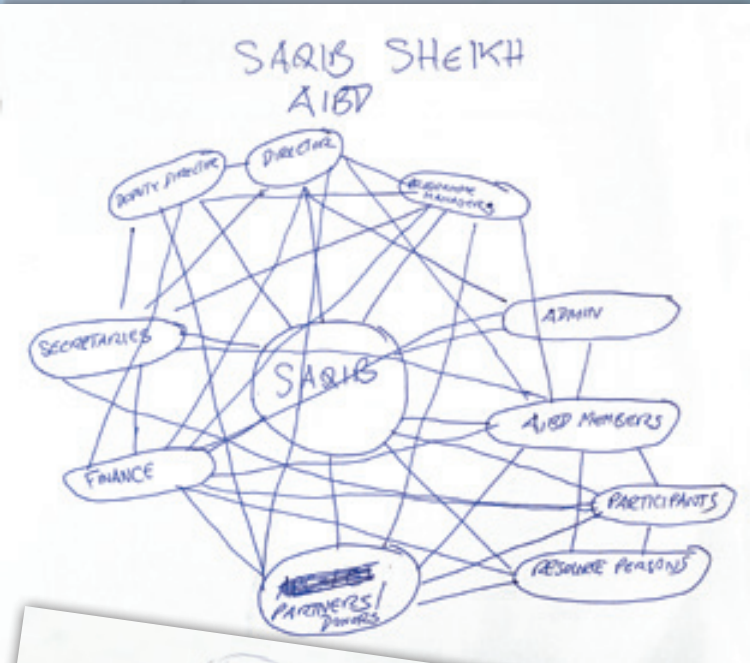
New members are appointed to the Commission for a five-year term. The initial six members elected to the Commission completed their five year term. The new members were selected through an interview process and voting by People's Majlis.



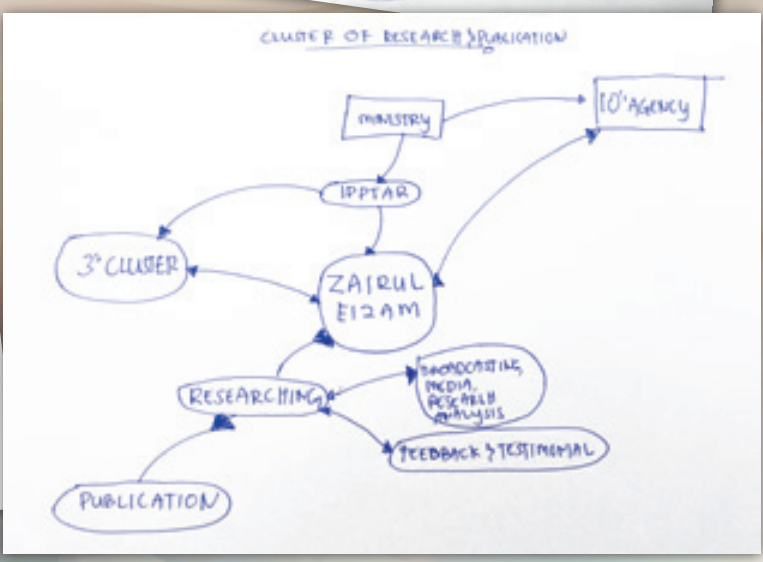
Mr Mohamed Aslam

Mr Mohamed Aslam was appointed as Member of the Commission on 13 March 2013, after the first President of the Maldives Broadcasting Commission, Mr Badr Naseer resigned from his post and as a member of the Maldives Broadcasting Commission in 2012. Commissioner Aslam's term of office ends in 2018.

Following the ceremony held at the President's Office to present the Letter of Appointment to new members, the inaugural meeting of the new term of office was held at the Commission. During the meeting, by unanimous decision of all members present at the meeting, Mohamed Shabyh was elected as President of Maldives Broadcasting Commission and Mohamed Aslam as Vice President of the Commission.



Network Diagrams
(see story on page 14)



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