

Broadcaster

Asia-Pacific Institute
for Broadcasting Development
Kuala Lumpur, Malaysia

Quarterly 1 2020
Volume 19 No. 1
ISSN: 1675-4751



Strengthening Human Resource Capacity, Connecting Nations





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FROM THE DIRECTOR'S DESK



Warmest greetings from the Asia-Pacific Institute for Broadcasting Development.

On behalf of the AIBD Secretariat I would like to wish all our members a very happy new year.

As we embark on a new year, a new decade, I see a lot of unprecedented developments taking place all around us. Technology will be the main driver. It will change the way we do things, and more importantly,

if we do not embrace it as early as possible we will remain irrelevant.

We have aptly selected the theme of this year's Asia Media Summit (AMS) in Kathmandu, Nepal as "Envisioning Tomorrow". We are working on the details and will share with you all soon.

Most of our members are at a crossroad. As much as you want to invest in technology there is lack of resources and capacity to do so. Therefore, this AMS, we will chart the path and find ways so that we don't lose sight of where we should head for.

AIBD is an 'independent inter-governmental' media Organisation. Therefore, it is imperative to foster good relations with our partnering agencies.

In the last five months, since I took over as the Director, I visited numerous Embassies and UN bodies here in Kuala Lumpur. I paid courtesy call-on to Ambassadors, High Commissioners, UN Resident Coordinators and UN Resident Representatives among others.

Many are unaware of AIBD's existence and its role in the region. This is because people who knew us have either left the Office or have been posted elsewhere. In all my visits and meetings, I have highlighted the plans and priorities of our member organisations, and that we should work together for a common good.

The year 2020 is a good year, for it is the start of a new decade.

While some of our member countries have not only launched 5G and talking about 6G, most of our member countries are still languishing with 4G. There is huge disparity and the only way to bridge this gap is to help and learn from each other. And this is where AIBD comes in, serving as a bridge- a bridge into the future. Let's chart our path for the next 10 years.

Once again, thank you for your continued guidance and wisdom.

Philomena Gnanapragasam



BROADCASTER **VOL. 19 No. 1 - Quarterly 1 2020**

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

PUBLISHER

AIBD

EDITOR

Jigme Thinley

CONTRIBUTORS

Philomena Gnanapragasam
Lee Lai Mee
Jigme Thinley
Monica Phang
Fathimath Leeza
Syed Nabeel Hassan Tirmazi

OFFICE

Asia-Pacific Institute for
Broadcasting Development (AIBD)
PO Box 12066
50766 Kuala Lumpur
Malaysia

Tel : (60-3) 2282-4618
Fax : (60-3) 2282-2761
Email : devbroad@aibd.org.my
Website : www.aibd.org.my

DESIGN, LAYOUT AND

PRINTED BY:

Gillin Printers Sdn Bhd.
No. 26 & 28, Jalan Vivekananda,
Off Jalan Tun Sambanthan,
Brickfields, 50470 Kuala Lumpur

The views and opinions expressed or implied herein are those of the authors and contributors and do not necessarily reflect the views of the AIBD

DG AIR and AIBD GC President superannuates

Contributed by **Fayyaz Sherheryar**
Former DG, AIR & AIBD GC President

"Goodbyes are only for those who love with their eyes," sang the Sufi mystic Rumi.

"Because for those who love with heart and soul, there is no such thing as separation."

My companions in the journey of broadcasting,

I have loved broadcasting, and you my colleagues, with heart and soul. And though I will be bowing out of this office the very day the year itself draws to a close, I believe I will remain connected.

As I reflect on the over 5 years of vicissitudes of my active service as Director General of one of the world's largest terrestrial broadcast networks known across the world as All India Radio, I recall my colleagues working in different parts of the country for around 472 channels apart from the bolstering internet radio and a couple of apps like All India Radio Live and AIR 24x7.

I carry the regret of not being able to do all that I wished to, for reasons beyond my control. When I say that I have a sense of compunction, it does not obliterate my sense of satisfaction which comes from a vibrant All India Radio in spite of fast dwindling staff structure, but the mushrooming of unnecessary power centres resulting in dilution, if not erosion, of authority.

I joined broadcasting at the tender age of 21-plus and climbed the ranks from the grassroots. When I was baptised into broadcasting I learnt and I practised the universally acclaimed adage that a broadcast organization is nothing but professional excellence in content and technology which puts professionals on the forefront and all others, irrespective of the size of emoluments, behind them as a bolster, rather assistants, to ensure that things happen as per the needs of the audiences and the sacred mandate of the broadcaster. I know the handful of professionals that exist in a fast growing network of All India Radio are the deities of the world of sound broadcasting deserving to be propitiated by those who come to help facilitate professional discharge of duties. But on seeing this handful helter-skelter at various places other than the core broadcast activity makes me feel saddened. I have a firm belief that whatever All India Radio, or for that matter Doordarshan, has earned by way of reputation in and around the country is by the sweat and toil of professionals.

I have done certain things that couldn't be done before and without caring for consequences, tried to wipe the tears from the cheeks of richly deserving colleagues suffering the ignominy of insignificance. This has troubled me and will continue to torment



my conscience till I see the landscape of my dreams existing in my wonderful country which is an ocean of talent, getting diverted to what they find greener pastures as against stagnation and deprivation in the home they opened their eyes in. By saying all that I said I want to draw the attention of all of you to what ails our broadcasting today.

If outlined in detail, this is truly the subject of a book. Friends, I am not sure whether I have been able to distil the water of the oceans into a small vessel but I am confident that you will glean an idea of what I feel.

I was akin to a germinated seed in 1981 and I gradually shot up in the warm rich soil of broadcasting. At fruit-bearing stage, however, I saw the termites eating into the very innards of the eco-system. I braved the corrosion and went on filling up the hollows with my determination to grow taller and provide shade to the toiling professionals waiting to be acknowledged for their talent and capacity to serve the world's largest middle class society, apart from a significant elite and educated class.

I am a born optimist and a pragmatist by conviction. I know there is a cloud cover on the shining sun which will be removed at an appropriate time. The mist will dissipate and the rainbow will burst through.

I am demitting office as the Director General of All India Radio, Member of Prasar Bharati Board and the President of Asia-Pacific Institute for Broadcasting Development (AIBD). Dropping these three hats certainly will not mean that I cease to be a broadcast professional who still has a long way to go.

My country needs me and I have mustered a lot of strength to do my bit till I actually bid adieu to the world. I pray for all of you and also pray for All India Radio to regain its much needed broadcast technology for extra-India dissemination, capacity to continue to reach the last man, serve the languages and dialects that Indians have drunk in while being nursed by their mothers, strengthen and showcase cultures, sub-cultures and the beautiful heritage endemic to different geographical entities

of India and greatest of all, safeguard the credibility of the organization which I have ensured not only remains intact but also soars its graph with each passing day.

A dear friend of mine shared an English poem with me which I wish to share with you. Here it goes:

***My Soul Has a Hat
By Mário de Andrade***

*I counted my years and realized
that I have less time to live by,
than I have lived so far.*

*I feel like a child who won a
pack of candies: at first, he ate
them with pleasure but when
he realized that there was little
left, he began to taste them
intensely.*

*I no longer have the patience
to stand absurd people who,
despite their chronological age,
have not grown up.*

*My time is too short: I want the
essence; my spirit is in a hurry.
I do not have much candy in the
package anymore.*

*I want to live next to humans,
very realistic people who know
how to laugh at their mistakes
and who are not inflated by their
own triumphs and who take
responsibility for their actions.
In this way, human dignity is
defended and we live in truth
and honesty.*

*It is the essentials that make
life useful.*

*I want to surround myself with
people who know how to touch
the hearts of those whom hard
strokes of life have learned to*

*grow with sweet touches of the
soul.*

*Yes, I'm in a hurry. I'm in a
hurry to live with the intensity
that only maturity can give.*

*I do not intend to waste any
of the remaining desserts. I
am sure they will be exquisite,
much more than those eaten so
far.*

*My goal is to reach the end
satisfied and at peace with my
loved ones and my conscience.*

*We have two lives and the
second begins when you realize
you only have one.*

If I use metaphors to address you I would say that I did not have a bed of roses to lie on but the greatest satisfaction emanated from none other than the illustrious son of contemporary India – Shri Narendra Modi – who exuded his love for sound broadcasting and proved that he was duty bound to build an unbreakable bond with his electors through All India Radio. I would not even be oblivious of the affection showered on me by the mandarins of Prasar Bharati among whom I found friends and guides in abundant measure. The Ministry always stood by me and strengthened my resolve to resuscitate a moribund radio.

It has been an incredible 38-year-long journey, which has just begun. I hope that you will continue to keep aloft the banner of Public Service Broadcasting where altruism tolerates very little hedonism.

Wishing you all the very best.

Learning from Singapore POFMA

By **Jigme Thinley**
Programme Manager, AIBD



As Asia-Pacific Institute for Broadcasting Development (AIBD) has launched a year-long 'Angkor Anti-Fake News Initiative' a group of officials led by the Director, Ms Philomena Gnanapragasam, visited Singapore to learn and discuss about their recently enacted law- 'Protection from Online Falsehoods and Manipulation Act 2019' (POFMA).

The officials from POFMA, Ministry of Communications and Information, and Infocomm Media Development Authority (IMDA) were present during the meeting.

Ms Philomena said that AIBD, as an independent inter-governmental organisation, has a mandate to advice and educate its member governments and organisations on issues and

trends shaping the media industry.

Speaking on 'fake news' the Director said a lot of the governments are considering introducing a legislation to deal with 'fake news'. "A hastily made law could be detrimental in a democratic society. It is important to provide different perspectives to our members who are considering such a legislation to be put in place," she said, adding that since Singapore has already passed a law it would be better to learn its best practices.

The officials from POFMA said that it wasn't easy to come up with such a law. Various meetings and discussions with stakeholders at all levels were held before the enactment. It was also put up on public domain

for feedback and suggestions, they said.

Ms Philomena said that AIBD is organising various activities on the issue in Kuala Lumpur, Malaysia and during the Asia Media Summit (AMS) in Kathmandu, Nepal next year. "As Singapore is a member of AIBD I would like to invite you all to come aboard this mission to share your best practices and experiences to other members".

The AIBD officials also met with other members and partners during the two-day visit. At the Netflix, AIBD's newest member, the two sides discussed about possible partnerships in 2020 and beyond. The Netflix agreed to support and be part of the Asia Media Summit in Kathmandu, Nepal next year.

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At the Whiteways Systems Private Limited, an affiliate member of AIBD, the officials exchanged ideas on how technology is shaping the broadcasting industry. Ms Philomena said that the theme of AMS 2020- '**Envisioning Tomorrow**' is to look at the concerns, challenges and way forward for the broadcasting industry in the next decade. "The Summit will cover both the content and technological aspects of the change taking place," she added. Mr. Aale Raza, the Director of Whiteways said that change is overwhelming and if broadcasters cannot embrace it they would soon become irrelevant. He added that he will be looking forward to taking part in the AMS 2020.

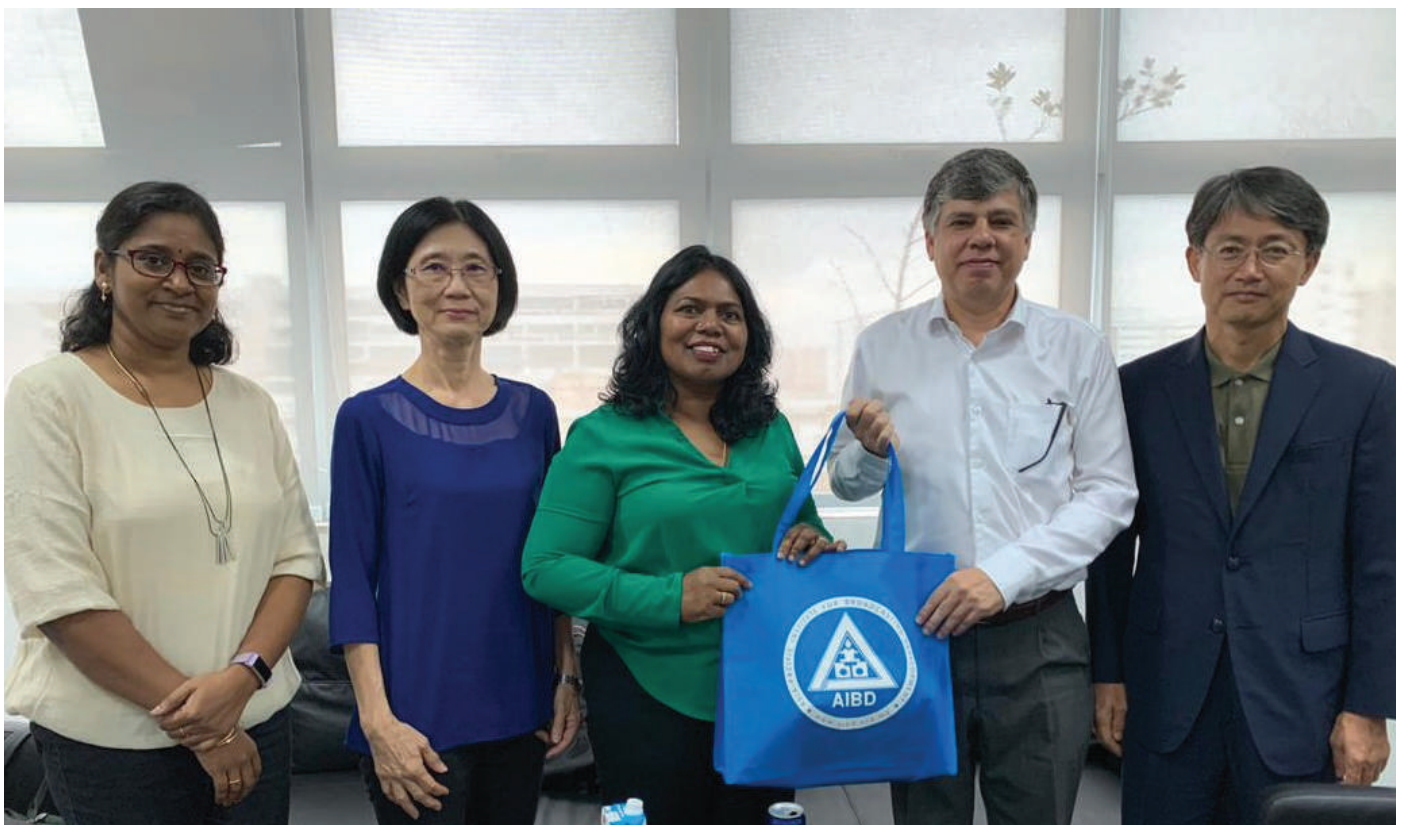
Meeting with the officials at the Channel News Asia, MediaCorp, the Director highlighted AIBD's



key activities and initiatives. Ms Philomena said that MediaCorp was once a very active member of AIBD. "We would like to renew and revive this partnership. CNA has received many of our AIBD awards. There is so much to learn from you and I have no

doubt that it will be beneficial for both the parties".

The team also met with the Broadcast Asia Group and discussed about AIBD's participation in the BroadcastAsia 2020 in June.



TVRI to benchmark AIBD's training standards

By **Lee Lai Mee**
Compliance Officer, AIBD

The Asia-Pacific Institute for Broadcasting Development (AIBD) is ready to help our members in realising their training needs and capacity building in the broadcasting arena. The Director, Ms Philomena Gnanapragasam said AIBD as an international media training institute, will facilitate relevant technical training workshop to prepare our members in facing the broadcasting industry challenges in tandem with the 4th Industrial Revolution (4IR).

She made these remarks during a benchmarking study meet-up with a four-member delegation from the Training Centre Division of Television Republic of Indonesia (TVRI) or PUSDIKLAT at AIBD's premises in Kuala Lumpur. In the pipeline, AIBD will collaborate with TVRI to hold In-Country workshops on Hybrid-DBBT, Data Journalism and Mobile Journalism or MoJo.

Led by the Head of PUSDIKLAT, Ms Ade Wandina Siregar, the Indonesian delegation was briefed on the 18 Procedures of ISO 9001:2015 which certified AIBD as an International Standards Organisation under the category of quality management system. The Institute was assessed and certified for carrying out the various activities including training, consultancy, publication, content production,



conference and workshop organization.

AIBD's programme managers also shared the various training programme modules and activities including the Asia Media Summit (AMS) conference, which is the flagship event of AIBD.

PUSDIKLAT hopes to improve its management of the entire training programme starting from Evaluation, Planning, Implementation and Utilisation of training facilities optimally with the knowledge gained from the benchmarking study meet-up with AIBD.



RAPA to support a pre-summit workshop during AMS 2020

By **Jigme Thinley**
Programme Manager, AIBD



The Korea Radio Promotion Agency (RAPA) has agreed to support a pre-summit workshop during the Asia Media Summit (AMS) in Kathmandu, Nepal this year. This was announced during the meeting held between the officials of RAPA and AIBD in Seoul, Korea on 24th October, 2019. The Secretary General of the Association, Mr. Choi Sang Kyoo, said they would be happy to be a part of the AMS.

Thanking the RAPA officials the AIBD Director, Ms Philomena Gnanapragasam, said the workshop will greatly benefit the members. "When it comes to technology advancements, most of our member organisations look towards Korea. Such a partnership is relevant and timely," she added.

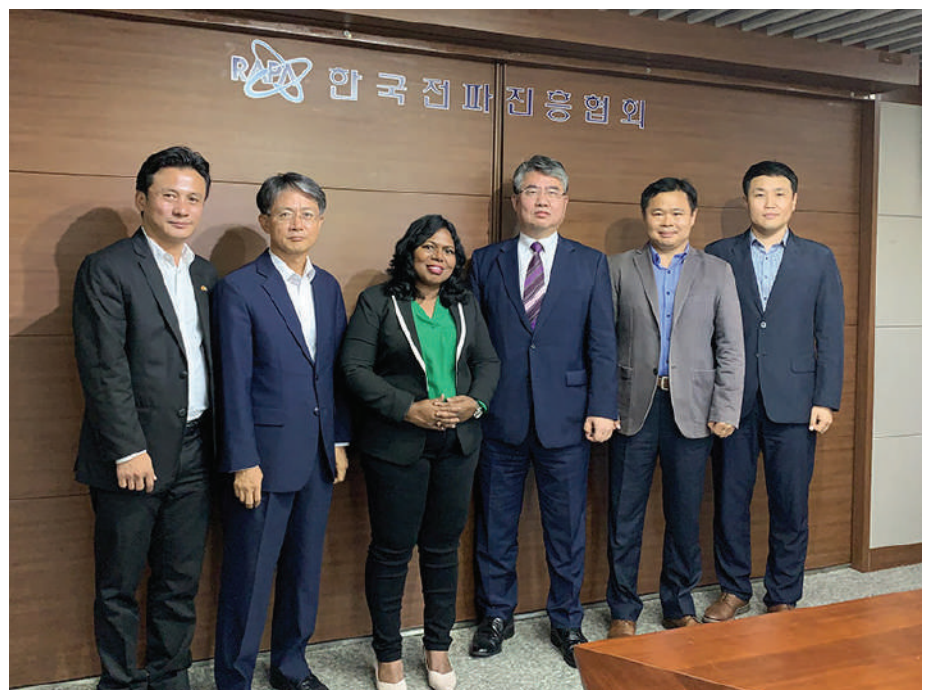
On the AIBD/MSIT/RAPA project

'Support the Improvement of the Broadcasting Environment' the Secretary General apologised that the 2020 project will not take place due to limited budget from the government. However, he promised that

they would consider more than one country for the 2021 project. The Director said that the project is a good initiative. "It was announced during our General Conference and most of our member countries are looking forward to receive the support," she said, adding that the technological know-how of Korea will greatly help AIBD members, which are mostly public service broadcasters.

The meeting also saw discussions on future partnerships between the two organisations.

The RAPA is an agency working closely with the Ministry of Science and ICT (MSIT) of the Republic of Korea. They promote commercialization and dissemination of new technologies using radio wave among others.



Media must do more to connect peoples: AIBD Director

By **Jigme Thinley**
Programme Manager, AIBD

Media can both be an arbiter and a motivator for peace. This was the key message of Ms Philomena Gnanapragasam, the Director of Asia-Pacific Institute for Broadcasting Development (AIBD), at the International Conference on Inter-Korean Broadcasting and Communications 2019 held on 25th October in Seoul, Korea. Speaking to over 250 delegates she stressed on the need for media to do more to connect peoples across borders.

Sharing her own experiences during the unification of east and west Germany, she said media played a big role in bringing the countries together as one. "I was there in Germany when the unification happened. Much of the credit must go to the media as they constantly reported on people's plight, their issues and concerns," she added.

On the role of AIBD, besides

building cohesive electronic media environment in the region and beyond, she said the Institute plays a critical role in bringing together media professionals, providing the platform to share ideas and knowledge. "Initiatives like these build partnerships across regions and thereby promote peace and development."

Ms Ganapragasam highlighted some of the major activities of AIBD, like the Asia Media Summits, the General Conference and other regional training programmes and partnerships. "We have members from ASEAN, Pacific, Africa, West Asia and SAARC countries. We bring governments together to discuss common issues and challenges. It promotes inter-governmental cooperation," she added. AIBD as a neutral body can play a prominent role in fostering bilateral ties.



The Conference was hosted by the Korean Information Society Development Institute (KISDI) with support from the Korean Communications Commission (KCC).



Learning from Korean CMF

By **Jigme Thinley**
Programme Manager, AIBD



The AIBD officials also visited the Incheon Community Media Foundation (CMF) Centre in Seoul and interacted with the officials there. The officials from the Centre made a detailed presentation about the Foundation, and their roles and responsibilities.

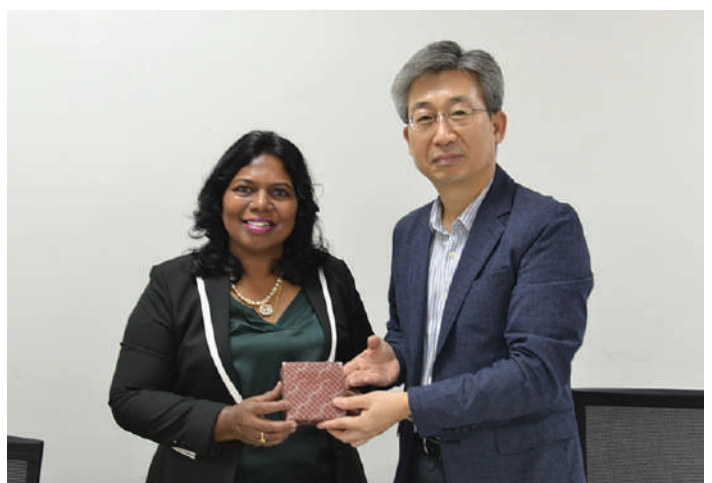
Among many initiatives the Foundation provides media education support to every layer of the society, including people with disabilities.

The Centre in Incheon has state-of-the art facilities like recording studios for both audio and videos, Virtual Reality and Drone Shooting facilities, and Multi-Channel Network (MCN). All the facilities are provided free to public. They also collaborate with Universities and broadcasters.

The AIBD Director said that the media literacy efforts by CMP was an interesting concept to be replicated by other member

countries. She added that CMF should invite media people from other countries to showcase their initiatives on fostering media literacy. "I will definitely talk about this concept to our partners and members," Ms Gnanapragasam said.

The meeting was made possible through the efforts of Mr Bae Jung Seob, Special Advisory Officer to AIBD from Korea.



Making technological transitions in MBC, Mauritius

By **Dr Amal Punchihewa**
Consultant

As Mauritius Broadcasting Corporation (MBC) is embarking on a technological transition from standard definition (SD) to high definition (HD) and from DVB-T to DVB-T2 an in-country workshop on 'Emerging Broadcast Technologies' was held in Moka from 30th September to 4th October 2019. The five-day AIBD/MBC workshop provided 20 participants the opportunity to learn, develop skills, discuss emerging and future broadcast technologies.

The workshop was designed by the broadcast and ICT consultant, Trainer, Educator and Facilitator, Dr Amal Punchihewa. The course covered a wide range of topics including - Digital Fundamentals for Broadcasting; Broadcast business and regulation; Production Technologies; Content delivery; Formats and augmentations; Modern Broadcast stations; Networking; 5G in broadcasting; CDNs and Multi-CDNs; HbbTV; Data analytics and insights; Cloud; and Cyber security.



MBC has been planning several improvement and development projects. The first phase of the project from SD to HD has been carried out with three outside broadcast vehicles and studio upgrade. In one of the Islands of Mauritius (Rodrigues) transition from DVB-T to DVB-T2 has been commenced.

MBC has been planning several improvement and development projects. The first phase of the

project from SD to HD has been carried out with three outside broadcast vehicles and studio upgrade. In one of the Islands of Mauritius (Rodrigues) transition from DVB-T to DVB-T2 has been commenced.

Before start of the workshop, the consultant/trainer conducted a pre-test to ascertain the level of knowledge and understanding of participants in emerging technologies. The training was ended with a post-test to estimate the level of achievement of participants and the impact of the workshop. Every day, a session was dedicated to apply what was learned and to identify what to study. This provided greater engagement, enjoyment, motivation and a higher level of learning. The participants were given further insights into the future of broadcasting; the emergence of media technologies; convergence; trends; experience and success



EVENTS/NEWS

stories from Asia, Oceania, US and Europe in media and broadcast; and innovation for media tools and products for handling the challenges of rapidly evolving broadcast sector.

Broadcasting industry is faced with challenges of improving operational efficiency and productivity. The convergent media and broadcast can make use of big data available in certain platforms where contents can be driven by Artificial Intelligent (AI) technology. The trainer presented an overview of the existing broadcasting sector, new trends & technologies, the challenges arising out of emerging technologies and convergence and how to embrace them.

The training programme covered emerging technologies in media and broadcast, complete value chain and services they could offer. The participants noted the rapid pace of technological advancement, the challenges and opportunities they offer to the broadcast industry in production, delivery and monetisation.

The technology was noted as a driver and an enabler. Having observed a wide range

of technologies that have emerged in the last few years, consolidation of adoption of those in implementation after the standardisation process through standard making institutions were discussed.

In the capture areas, high definition, ultra-high-definition, high dynamic range and next-generation audio were discussed. As audience demand media content over a wide range of platforms, service providers need to make them available on multiple platforms. Such services need infrastructure, forcing operators to incur additional operational or capital cost that may not yield proportionate returns. However, they have to invest in new services to retain their audience as it is harder to gain back the audience once lost. Both integrated and pure over the top (OTT) services were discussed, especially for public service broadcasters using technology engine such as HbbTV - Hybrid Broadcast-Broadband TV.

The challenges in monetising broadcast services were discussed and also the importance of the role those insights derived from smart data. Use of smart data, data analytics and value of insights



they generate were discussed. As broadcast and media industry extensively use cyberspace, the threats that cyberspace brings to the broadcasters and society in large were also discussed.

Various initiatives by global organisations such as ITU and World Broadcast Unions were presented and discussed. While recent advancements in artificial intelligence (AI) and advanced form of it as machine learning and deep learning highlighted, concerns were also noted on the impact on the human workforce. Current developments in AI could improve operational productivity and efficiency of the complete value chain of broadcast and media. Among other discussions, the above was discussed over twenty sessions.

During the Closing ceremony, the Director-General (DG) of MBC, Mr Beejhaye Ramdenee, talked about changes that are required in operational mechanisms and funding of MBC as the public service media.

The DG presented certificates of participation to the participants of the training and workshop with the trainer/consultant, Dr Amal Punchihewa.



Korea hopes to expand its Community Media Centres across Asia and beyond

By **Monica Phang**
Programme Manager, AIBD



Korea strives to realize the common vision of “mutual development through media” by exchanging suitable broadcasting content, resources and personnel with other countries in Asia.

Standing Korea Communications Commission (KCC)’s Commissioner, Mr Heo Wuk said Media Literacy is a vital

skill in the 21st century, and it represents viewers’ rights and interests. As such, the KCC expressed its hope that model examples of Community Media Center (CMC) would expand across Asia and lead to more mutual cooperation.

Managed by the Community Media Foundation (CMF), CMC is the on-site organisation for

the viewers to participate in broadcasting and improve media literacy for the general public. It serves as a new cultural playground for the 21st Century and a gateway to the world. “The success of CMC required sustained effort and interest from the administrative and policy arms of the government, in addition to personnel on the ground,” said Mr Wuk.



REGIONAL SEMINAR

He added that a citizen in a democratic society should be able to access and critically analyse various sources of information, express his or her opinion through social media, listen to the opinions of others and participate in dialogue.

Mr Wuk was delivering his welcoming remarks at the AIBD/CMF Regional Seminar on Media Education Policy on 27th November 2019 in Seoul, Korea. There were seven foreign participants representing Information Ministries and Broadcasting organisations from Bhutan, Cambodia, Malaysia, Myanmar, Papua New Guinea, the Philippines and Vietnam. Pic of Mr Wuk speaking at the podium

Ms Hong Mi-Ae, Chief of Daejeon Community Media, Korea said the Community Media Centre (CMC) had played

very significant role towards the contribution of Media and Information Literacy (MIL) in the Korean Media Education. It enables all strata of the society including the underprivileged communities to learn and hands-on production about media literacy through TV and Radio Real Life Experience. The CMC also cooperates with broadcasters by contributing news content for 25 minutes' broadcast per week.



Feedback from some of the participants about the event



Dr Thida Tin, Deputy Director General Ministry of Information, Myanmar

1. Knowledgeable one
2. Providing a place for participants to have share and listen experience among us.
3. A starting stage for future cooperation among us
4. Need to give more time for presentation of the participants in order to listen to other's experiences



Kevin Marai, Executive Director National Radio National Broadcasting Corporation, Papua New Guinea

1. Very informative, creating an understanding as to how a public broadcast service in PNG can initiate and facilitate MIL within its broadcast service.
2. The Community Media Concept is a great achievement in South Korea, enabling access to all citizens on Media Information Literacy (MIL).
3. Ideal for NBC to learn more about other forms of media for content generation and application as this will greatly integrate NBC's service for online media.
4. Embarking on a project to introduce "user generated content" for broadcast on Radio, Television and online for NBC in 2020.



Mr Tran Quang Huy, Deputy Head, Health Science in Department of Science & Education, Vietnam Television

1. Widened my knowledge about MIL in Korea as well as other Asia Pacific countries.
2. Event was not only theoretical but also very practical
3. Had a great opportunity to share what my organisation has done to improve MIL in Vietnam.
4. Witnessed the operation of a Community Media Centre in Incheon which provides many ideas for a similar media centre in Vietnam in the near future.

Global Media Information Literacy (MIL) 2020 to take place in Seoul

By **Monica Phang**
Programme Manager, AIBD

The capital city of South Korea, Seoul will host the Global Media Information Literacy (MIL) in October 2020. The Executive Director of Community Media Foundation (CMF), Korea, Mr Shin Tae-Sub disclosed this during the AIBD/CMF Regional Seminar in Seoul, Korea.

He said the Convergence in Broadcast and Communications, 'smallerization, smartification and mechanisation' have led us to become active viewers who directly produce content due to the rapid change of mainstream on media environment. "It has become key factors in this intelligent information society in determining the viewer's quality of life; the accessibility to media, critical thinking against its message and social participation".

In addition, as participation of various social members in terms of political and social



perspectives through the media has been increasing, bridging the media utilisation gap becomes important for democracy and social integration.

In this aspect, Community Media Centre (CMC), he added, contributes to the freedom of expression and the formation of democratic opinions of the viewers. "Hence, CMC have played an invaluable role that connects the government policy on media education with demanders in civil society, which is an important task of the state".

He said he hoped that the media education cases and cooperation plans discussed during the seminar would build a foundation in improving media literacy skills of Asian viewers and implanting media education systems of each country.

Since inception in 2005, there are eight (8) CMCs in Korea with two (2) more to be established by 2020. The CMF hopes to establish a total of 17 Centers in all of the local provinces in the near future.



REGIONAL SEMINAR

Seven foreign participants representing Information Ministries and broadcasting organisations from Bhutan, Cambodia, Malaysia, Myanmar, Papua New Guinea, the Philippines and Vietnam attended the seminar.

This is the second edition after last year's inaugural regional seminar following an overwhelming interest on the activities with the theme "right of the viewers", CMF hosted this year's seminar again to deal with "media education policy".

The participants shared their respective countries' Media and Information (MIL) policies, which are still in the nascent stage of development. Nevertheless, as media practitioners and



broadcasters, the participants are trying their best to produce programme contents which are meant to inform, entertain and educate their audiences on various aspects of MIL that are put on air over their station's channels.

Besides visiting the site of school media education, "Media Sharing Bus" and the Incheon Community Media Centre, all

the participants also attended the International Conference on Media and Information Literacy. The Media Sharing Bus is a mobile broadcasting facility with a radio studio, TV and cameras. The CMF owns two (2) Media Sharing Buses that visit people living in rural, mountainous areas and island who have less accessibility to the CMC.



As of the end of June 2018, the Media Sharing Bus, operated 126 times with 5,506 users, and has become the most popular programme for students and local residents.

Types	Number of Place to Visit	Number of Users	Remarks
Elementary/Middle/High Schools	84	3,652	Adolescent
Special School for the Disabled	15	388	Disabled
Children's Center, Orphanage, etc.	4	72	Children, Youth
Senior community center, community welfare center	11	236	Elderly, Disabled
Military bases, Event sites, etc.	12	1,156	Soldiers, Ordinary People
Total	126	5,506	

Q&A with Fualau Talatalaga Matau Matafeo, CEO, MCIT, SAMOA

In every edition of Broadcaster Magazine, we bring you an up-close, candid one-on-one interview with a head of one of our member organisations. It is a new initiative so that their ideas could be reached out to other member organisations as well. In this edition we caught up with the CEO of Samoa Ministry of Communications and Information Technology (MCIT).



1. Not many people know about Samoa, can you tell us briefly about your Country and its People ?

Samoa, officially the Independent State of Samoa, became the first Pacific island nation to gain political independence from New Zealand in 1962. The Samoan Islands, with a land area of 2,820km², consist of two main islands, Upolu and Savaii, and seven smaller islets and it is home to 190,000+ people. Samoans, despite the advances in technology and exposure to overseas lifestyles, have remained steadfast in their fa'asamoa way of life.

The capital, Apia, on the northern coast of Upolu, is not only the business and economic center of the islands but is also where the seat of

Government is located. Samoa is a parliamentary democracy, with elections held every 5 years through universal suffrage. The Human Rights Protection Party (HRPP) have been in power for an uninterrupted period of 30+ years, with the current Prime Minister, the Hon. Tuilaepa Sa'ilele Malielegaoi and 12 other parliamentarians forming Cabinet. The Samoan Constitution, established in 1960 and adopting both traditional and democratic institutions and approaches, recognises the separation of powers between the Legislature, Judiciary and Executive. Samoan and English are the official languages used.

Samoa has close diplomatic ties with more than 80 plus countries around the world and is a member of various regional and international organisations including the Commonwealth, the United Nations and the like. Samoa is also signatory to many international conventions.

2. How would you describe the media landscape of Samoa ?

Samoa has a large, diverse and dynamic media industry with both public and private broadcasters, print outlets and online media. Media in Samoa is managed in accordance with the Telecommunications and Communications Legislations

in place. Although limitations in legislations are being recognised given the direction and involvement of media, notably over the last few years, freedom of speech in Samoa is seen as a fundamental right and is protected, with limitations, under Article 13 of Samoa's Constitution.

There is the existence of an independent body, the Journalist Association of [Western] Samoa or generally known as JAWS, comprising of local journalist working in the print, television, radio and in the last few years, online media. JAWS position is not only to protect the rights of journalist in Samoa but also promotes the role of free media in the country. In addition to this and in collaboration with JAWS and key media stakeholders, Government encouraged the establishment of the Samoa Media Council in 2016, which in a nutshell, is appointed by the JAWS Executive under the Media Council Act 2015. In addition, the Council recently endorsed a revised Code of Ethics under the Australian funded Pacific Media Project – PACMAS.

To date, there are five television stations, two subscriber TV's, 17 radio stations including the only AM station, Radio 2AP, which is owned by the Government under the management of the Ministry of Communications and

Information Technology (MCIT). Newspapers are also recognised as an important medium in Samoa, operated by 10 organizations and businesses, both from the private and public sectors. There are other forms of communication platforms like Village Councils, Women's Committees and by the Non-Government Organisations that remain a central point of communication in Samoan Society.

The Samoan Government in its role of providing vital infrastructure and the platform for development, launched in February 2018 the Tui-Samoa cable, a submarine optical fibre system, which spans 1,470km connecting the Samoan Islands with Fiji, Wallis and Futuna. The cable is envisaged to deliver faster, reliable and more affordable internet services through the provision of high-quality connectivity infrastructure to Samoa and dramatically increase bandwidth at the lowest cost, and which to date has lived up to that expectation.

3. What are some of the bigger challenges facing the media there and as CEO, what are your plans and priorities to overcome these challenges ?

The Ministry of Communications and Information Technology is mandated to provide policy advise to Government in all areas of Communication and Information Technology. And working within the constraints of a limited envelope, it is the role of Government to address challenges that exist within the Media Industry, given the

very crucial and significant role played by the media. And like all jurisdictions, Samoa continues to experience wide-ranging challenges, ranging from gaps in media legislation, to human capacity and resourcing, and until recently, to the adoption and use of new and emerging technologies.

In my capacity as the newly appointed CEO for MCIT, I see the following priorities as needing urgent yet careful attention but understanding also that those in the media industry will have their own set of areas requiring assistance based on their experiences and work out in the field (*with the hope that other issues will be addressed in due course and pending availability of funding*):

The review of legislation pertaining to media in Samoa has begun and is being spearheaded by relevant law-making agencies and advisors, to identify the gaps therein given the evolving nature and scope of the media industry and together with respective Government Agencies, the Samoa Media Council and JAWs, work on addressing the relevant gaps in legislation. This will also pave the way for various developments across the media industry to be reflected in legislation and will safeguard the rights of all key stakeholders.

Building Human Capacity by working with relevant agencies to ensure the provision and allocation of scholarships and training opportunities for those in the Media Industry. Given the current challenges and issues arising from the media, the opportunities for the following

capacity building opportunities is vital:

Invest in the development of local technicians, to ensure sustainability across all socio-economic projects and initiatives being implemented. There is also an avenue to consider the establishment of a Technician Association, which will give formal recognition to those working in this trade but more importantly to the strengthening and forging of professional networks, given the limited number of personnel in this trade. The Samoan Government with huge funding support from the Government of Australia under the Radio 2AP Redevelopment Project, in early August 2019, launched the completion of works for the building of an 80m transmission mast, which will ensure 100% radio coverage to the Samoan people and neighboring islands. The mast together with its refurbishment of the Government's only radio station and fully equipped studio will require constant upskilling of technicians to maintain this state-of-the-art equipment is crucial.

The role of the media is pivotal to a country's development as it is through the media that people are informed of what is happening in a country. It is therefore of paramount importance that we continue to build on and up skill existing journalists about codes of practice, well-grounded researching skills, language proficiency, dealing with new and emerging technologies given the rise in the use of social media platforms and forums, fake news, development of local

content, inclusive programs/initiatives regardless of gender, age and backgrounds. The list is endless. There is also the need to ensure safe and responsible reporting by those in the media industry especially with the advances in technology and more so with recent examples of individuals using social media platforms and the like to aggravate differences, resulting in crimes and so forth. These are all crucial areas for the media in which continuous support will be requested for.

Public Service Broadcasting-building on and up-skilling of current journalists in Government to ensure that the Public and Citizens are well-informed of all Government developments across the various sectors of Government. Consideration is also given to skills development in digital radio/television platform for broadcasting and to obtain an understanding in the imminent shift to online media broadcasts.

4. As you might know AIBD is undertaking numerous activities to strengthen media in the region, what are the areas that SAMOA would like to enhance ?

Being a small island state, Samoa is always looking into opportunities not only to strengthen partnerships and collaboration with its regional and international counterparts but for capacity building opportunities for its people, and in this case, for those in the media industry. Given my current role as CEO, MCIT, I see the following areas (in addition to those noted above) as crucial given the changing and evolving

nature and scope of media reporting in Samoa and the Pacific Region. These are:

With numerous developments across Government, I believe that there is a need to continuously upskill staff within and across Government broadcasting services to ensure not only timely but accurate reporting of all Government developments and initiatives, which are important sources of information for the public. Those in the Private Sector will also be invited to participate given their enormous contribution to media in Samoa.

These areas I believe are so crucial to ensure accurate, timely and responsible reporting of news. Research and ethics are such important and vital features of media, and like all those in the media industry, I am of the belief that having a sound understanding and the ability to conduct evidence-based research for news items, coupled with ethical approaches to reporting would make for an outstanding, informative and educational news clip. Therefore, training from AIBD in this area would be very beneficial to Samoa, and more so now with the fast changes brought about by technology.

Various training to do with the different and wide-ranging programs in the area of communications and information technology (such as New Media, Social Media, Disinformation, Fake News, Technologies in content creation, etc.) would be beneficial for the media industry in Samoa.

These are just some of the

areas for which we would tap into assistance from the Asia-Pacific Institute for Broadcasting Development (AIBD), given AIBD's 'demand-driven' approach for training and capacity building opportunities for its members. I also believe that secondment and/or attachment schemes for local media personnel to other AIBD member Countries would be beneficial for Samoa.

5. Tell us what makes you tick, what's your motto ?

Regardless of our geographical locations, economies of scale and population sizes, the world is now into the Fourth Industrial Revolution (4IR), brought upon largely by the swift proliferation of technology and despite the digital gaps between nations given our various stages of development, we are all moving towards a world that is becoming so technologically advanced, that we need to prepare for. That we need to prepare the next generation for. And to prepare for these advances in technology and a world that is becoming so digitized, we need to adapt and become agents of change so as to ensure that no one country and its people are left behind. We need to be **"Agents of Change"** and embrace the swift innovations brought about by technology. That is my motto as I take on this role, to embrace change and become agents of change! It is about changing our mindset of how we approach and do things, it is not business as usual given the swift changes brought about by technology.

Creating Compelling Stories on Reducing Inequalities

By **Nabeel Tirmazi**
Programme Manager, AIBD

Many countries have undertaken several efforts to reduce poverty and hunger. However, severe disparities still remain in access to health and education services, decent employment and housing, financial inclusion and human rights. The economic

inequality has widespread social manifestations including its power to exhort unequal gender relations.

As civil societies are becoming more sensitive to various issues related to inequalities,

the responsibility of media becomes much more significant to highlight the issues related to vulnerable communities i.e. people with disabilities, migrants, minorities, women, children and elderly people.



Media can influence their behaviour. It can help build opinion towards complex challenges like gender portrayal (good vs bad), can highlight transgender issues, the inclusion of disabled people, and cover poverty and hunger stories. Without the support of a diverse, responsible and pluralist media the 2030 Agenda may seem a distant dream.

AIBD and UN Indonesia collaborated an in-country workshop for Indonesian media practitioners to understand SDG-10 and its targets in greater depth from 21st to 22nd November, 2019. It was in line with several U.N international observances like World TV Day, International Day for the Elimination of Violence against Women, World AIDs day etc.

Twenty-one (21) broadcast journalists from TV, Print and Radio from 11 Indonesian media organisations attended the workshop. The event opened with welcoming remarks from Ms Francyne Harrigan, Director, United Nations Information Centre, Indonesia.

The objectives of this workshop were to introduce the latest trends in programming targeted for the discriminated communities. The workshop also looked into the challenges to highlight such issues and translating the global context into local perspective and vice-versa.

The format of the workshop

involved several presentations by various presenters, discussions and group work.

Ms Archana Kapoor was the key consultant for this workshop. She is the community media specialist, an independent filmmaker and author from India. Her sessions highlighted the significance of Sustainable Development Goals (SDGs) and why media should be more sensitive about the subject.

Ms Archana Kapoor did several group activities to explore a variety of ways to create compelling stories for SDG-10. One of the activities was 'power walk' where individual participants were assigned a role to understand humanistic challenges in perspective of SDG-10.

Ms Kylie Lynch from UNIC Indonesia delivered her presentation on the role of media in supporting SDGs and reducing inequalities. This presentation also highlighted the history of World TV Day and the theme of this year.

Ms Gistinia Livia from UNAids highlighted several challenges on addressing inequalities for people living with HIV.

Ms Radhiska Anggiana delivered her presentation on eliminating violence against women and how issues related to harassment and domestic abuse should be reported in the media.

Decent work opportunities for

persons with disabilities and agenda 2030 was highlighted by Mr Teddy Gunawan from ILO Indonesia.

Other topics that were covered during the workshops were:

- Refugee crisis in the region and reporting techniques
- Human rights issues
- Health coverage in Indonesia
- Tools and strategies for research on vulnerable communities

There was a high degree of interest in certain generic aspects of the training, such as those which focused on violence against women, people living with HIV Aids, hate speech and mental health of vulnerable communities.

Concluding the workshop, Mr Nabeel Tirmazi, Programme Manager, AIBD, mentioned several editorial dilemmas of producers and reporters while reporting human stories. However, the impact of such stories is always greater if told compellingly and persuasively. He mentioned that AIBD is planning to organise more of such workshops with UN bodies to highlight SDGs for Asian-Pacific media practitioners.

The participants, through feedback and evaluation, found the workshop useful. The role of AIBD was appreciated for initiating this capacity building workshop in collaboration with the United Nations, Indonesia.

Gender Mainstreaming vis-a-viz SDGs in Pakistan

By **Nabeel Tirmazi**
Programme Manager, AIBD

An International Symposium on gender mainstreaming strategies with special reference to Sustainable Development Goals (SDGs) saw overwhelming participation from various agencies, both from public and private sectors. The symposium was organised on 16th December 2019 by the Department of Sociology and Criminology University of Sargodha, Pakistan.

The half day event was a part of AIBD's effort to create awareness regarding gender issues concerning SDGs and how media can play an important role in achieving the 'UN Agenda 2030'.

Dr Yasir Nawaz, Chairman, Department of Sociology and Criminology said that the theme of symposium was quite apt and timely to explore the recent challenges faced by the Pakistani society to achieve the social inclusion SDG targets.

"In the past years, we have been focusing more on issues related to women's empowerment, equal educational opportunities for everyone but still much more needs to be done to address these issues to create an impact".

Mr Waheed Chaudhry, Project Director, Punjab Commission on the Status of Women (PCSW), a department of the government of Punjab delivered his presentation on the recent achievements by the government to meet the SDG targets related to gender inclusion. He mentioned that despite various challenges; the government is giving special



focus on healthcare, education, human resource, and devising policies, which are gender-sensitive.

"Media is playing a vital role in disseminating the public awareness messages regarding various gender issues, and now society is becoming more receptive on such topics which were once considered as taboos," he added.

Mr Rana Shahid Mehmood, a gender consultant, spoke on gender budgeting and gender auditing and emphasised that students should be aware of the latest trends and techniques in gender mainstreaming tools to utilise them in their future projects. He added that media practitioners should also be trained for these tools to report gender issues and especially gender-related government

initiatives in a precise context. Mr Nabeel Tirmazi, Programme Manager of AIBD, discussed the recent regional initiatives by AIBD on the advocacy of SDG through the media, media literacy and various programmes on combating disinformation. The intelligentsia, he added, should enhance their knowledge regarding these issues to become more relevant globally and to localise global human development perspectives. "Civil society, media, NGOs should join hands with the governments to achieve SDG targets to make the world a better place".

The content of the symposium was well appreciated by the audience and they thanked the University and AIBD for initiating such a project. They said they hope to have more of such events in the near future.

DEVELOPMENTS IN VIRTUAL SETS AND GRAPHICS SYSTEMS

By **Mr Aale Raza**

Founder & Managing Director, Whiteways Systems Pte. Ltd. Singapore

"There is a tide in the affairs of men.

Which, taken at the flood, leads on to fortune;

Omitted, all the voyage of their life

Is bound in shallows and in miseries."

William Shakespeare (Julius Caesar)

Change is coming at a fast speed. The world of broadcast technology is changing rapidly – on many fronts. One of these rapid changes are being seen in the world of virtual sets and graphics. Just as broadcasters are getting used to virtual sets with chroma keying and sensors mounted on cameras – the change happened.

So, what has changed?

The biggest development is the integration of gaming engine like Unreal engine in broadcast technology. Which will create a cinematic with inherent photorealism content in real time.

What is Unreal engine?



Unreal engine is technology that allows you to create scenes in 3d space. The scenes are very realistic, believable and is a complete system in itself – without the need to use plug-ins. It comes with the following features:

Rendering subsystem including lighting and shadowing, materials and textures, particles and effects, and post

processing.

Unreal Motion Graphics UI Designer (UMG) is a visual UI authoring tool which can be used to create UI elements

Skeletal Mesh Animation System
- **System for deforming skeletal meshes based on keyframed animation data and morph targets**

Niagara Editor - **Niagara's**

Unreal Engine 4's visual effect editor used for creating and previewing particle effects in real time.

Sequencer Editor - **Sequencer is Unreal Engine 4's multi-track editor used for creating and previewing cinematic sequences in real time.**

Components - **A compendium of the different types of Components designed to be used as sub-objects within an Actor.**

Landscape Outdoor Terrain - **Landscape system for creating terrain for large, open, outdoor environments.**
Hierarchical Level of Detail - **Information on the Hierarchical Level of Detail system in Unreal**

Engine 4

Real-Time Compositing with Composure - **In Composure, a graphics utility plugin available with Unreal Engine, we've added a new set of tools to make compositing a lot easier.**

Due to all these features, the Unreal Engine is a very advance tool to create scenes of great complexity with multiple layers. The 2nd change is that Unreal engine has been integrated into the trackless virtual sets of several well-known brands (Brainstorm, VizRT and Ross to name a few).

Due to this integration, the background can be created in Unreal Engine and the talent can be inserted into this background

seamlessly – without any audio delay or frame drop.

The 3rd change is the emergence of the new sensor and tracking devices:

Some of the new sensor and tracking devices are as follows:

- *Seeder*
- *Mo-sys*
- *Telemetrics*
- *Trackmen*
- *Technopoint*
- *Shotoku*
- *Cartoni*
- *Stype kit*

And many more.....

Each one of them works differently. Each one of them allows a different functionality – hence giving a huge range of scenes and shows to be filmed using all these different technologies.

The 4th change is the arrival of Augmented reality into the studios and newsrooms.

When a combination of the virtual sets + unreal Engine + new tracking device is used, it can easily produce scenes where a real flesh and blood anchor can interact with a virtual object. This interaction can be worked into the scene in many different ways – unseen and unheard before.

The 5th and perhaps the biggest change in virtual set





technology is the conversion of 3d object from traditional software like 3ds Studio Max to any broadcast virtual system. The process of conversion was complex and time taking. Earlier it was impossible to create the atmospheric effects like real time shadow, reflection, refraction etc. in virtual set but with the help of Unreal Engine all this problem solved. No need of prerender texture, changes can be done in single click, even one can use third party Render solution like Vray.

SAVING TIME IN PRODUCTION MEANS MORE TIME FOR PRODUCTION.

Elephant in the room

Now that all this great tools and technology is available, why are the broadcasters not using them?

A part of the problem lies with the lack of knowledge of the technical staff. Their

unwillingness to change their existing way or work flows and the unwillingness to take a risk. A second part of the problem is the huge amount of effort required in purchasing any new product or technology. In state owned entities, the tender process takes up to a year to execute. Sometimes, the paper work is so daunting, that they give up without even trying. A third part of the problem is the lack of creativity and imaginative ideas coming from the production team. The producers are simply unable to visualise a scene where augmented reality can be used. There is unwillingness to take a risk with a new scene or a new background.

A fourth part is the unwillingness of the broadcaster to engage a technology company in the longer run to enhance their in-house technical department. Most broadcasters in the region tend to go from one company to another – and not commit to

a single technology provider in the longer term. While all the new technologies are coming up – the broadcaster has to engage a trusted technology provider and ensure that they harness all this to build great scenes.

Having said that – there are a few broadcasters that are spending time, effort and money and are creating great scenes by using all these great technologies. The Weather channel has come up with some stunning scenes – which are ground-breaking and visually excellent. Similarly, we understand – other channels are also working very hard to come up with visually stunning scenes – which they can now produce due to these technologies being available now.

In this era of “winner takes all” a few broadcasters who take the initiative – will end up taking the audience and the rest of them wondering – where the audience has gone.

As Shakespeare said centuries ago – there is a tide in the affairs of men.

Of Traditional Musings and Modern Nonsense: Debating Our Cultural Future

By **Abdulwarees Solanke,**
Fellow, CIPDM

There's a trend of cultural anomie, especially concerning musical appreciation and devotion in Africa and Asia where pop music of the West is eroding our traditional music in Radio and Television.

Now we need to debate our future. My illustration on Nigeria here puts in context the reality on ground in many African and Asian countries where the so-called musical icons in the west have maniacal fan base when our radio and television stations promote them heavily.

Growing up under my father, a fanatical follower of the Late Baba Legba, Yusuf Olatunji and the late Eegunmagaji, Dauda Ayinla Omowura, I did not particularly take to liking his obsession with the duo who dominated the music scene in south-western Nigeria in the late 60s, the 70s and part of the 80s.

But because their brands of Sakara and Apala music suffused most Yoruba households, you cannot but unconsciously sway to their rhythms and hymn along with them as their music bellows from the environmental nuisance that most record dealers at motor parks and in the neighbourhoods constitute.



Somehow, I memorised quite a bit from their LPs in Baami's collections, which were very priceless to him. He invested a great deal in the LPs of Ayinla Omowura, Yusuf Olatunji, Saka Olaigbade, Yusuf Akinbami, and some volumes of Baba n Gani Agba, the Apala exponent from Ijebu Igbo, Late Chief Haruna Ishola, all of blessed memory.

Even as I resisted being a devotee of these traditional Yoruba music icons, I cannot

resist comparing them with their successor generation who have not only deviated from their cultural missionary path, but have also desecrated the essence of traditional Nigerian music: communicating change, offering historical reminiscences, giving motivation and warning.

But I find an exception in the Beautiful Nubia, Segun Akinlolu who I place on the same pedestal with Uncles Tunji Oyelana and Jimi Solanke (not related to

me) for his cultural virginity and originality.

I had a chance encounter with Segun Akinlolu in 2001. As News Editor and Member of the Editorial Board at the defunct Muiyiwa Adetiba published National Guide, it was my mandate to interview Uncle Bola Ige, then a minister under Chief Olusegun Obasanjo. Ige was in town as a special guest at a musical show at the Alliance Francaise where the Beautiful Nubia was on stage. With Segun's mother on seat to watch the brilliance of her veterinary surgeon son turned musician, the Beautiful Nubia put up a spectacular but deeply traditional musical performance rooted in Yoruba folklore and mores that held the entire audience at the French Cultural Centre spellbound. He took all to the roots on that rainy, cold night at Ikoyi.

Chief Ige in his appraisal of Akinlolu's brand of music extolled his perfection and originality as he noted that the difference between something that is good and something that is excellent is attention to details. In that I took a lesson in personal development. Chief Ige predicted that the Beautiful Nubia would go far in his career. He has indeed taken his music to the entire world as a Yoruba cultural ambassador and Nigerian musical brand.

Later that night at Late Chief Ige's home, on Kingsway Road Ikoyi where I was to interview him after the show, Akinlolu also showed up to meet the political legend. We both waited

in a side room where I had chance to interview him. I had a feeling that perhaps he courts the bottle, and that like Fela, Marley or Majek, he is hooked on ganja, to shoot his adrenalin up. He said there was none of such pushers in his bloodstream to drive his stage performance or give him inspiration. But rather he was a deeply spiritual person. Compare him with many of his compatriots in entertainment!

While not being a follower of any of the modern day youthful Nigerian musicians, you cannot escape their noise and nonsense on our airwaves, at the roadside shops marketing their CDs, on screens inside BRT buses as you commute to work daily, during lunchtime shows on TVs etc, and you wonder where is Nigeria headed towards in terms of cultural identity as expressed in music from Nigeria. I can summarise their themes thus: LSMD, or liquor, sex, money and drug driven.

Most Nigerian artistes are only playing out their emptiness and disconnectedness from the authentic Nigerian values of fidelity, decency or decorum, humility and integrity. They worship and celebrate Liquor, Sex, Money and Drugs. Unfortunately too, they have co-travellers in the Actors Guild and Nollywood stars. They have promoters and supporters in the soft sell publications and independent producers. As they invade our homes and assault our senses, our children are left at the mercy of deviants and miscreants now being celebrated as whizkids.

Therefore, when sometime in 2012, Uncle Lekan Ajia of the National Broadcasting Commission and Auntie Nkem Orakwe of the Tales by Moonlight fame appeared as guests on a morning show to discuss the Role of Folk Tales and songs in child upbringing, I concluded that the chicken has come home to roost for us in Nigeria, now experiencing dearth (or death) of parenting.

In their critical dissection of this cultural misfortune bedevilling the nation nowhere, both former broadcasters openly indicted corporate bodies for not doing enough to promote or support children broadcasting and literature.

But beyond the condemnation of the promoters of our cultural invasion and desecration, we are all guilty in our collective lack of discretion in the adoption of just any value, taste or culture because we must move with time. We have evolved from our value-laden traditional past to the emptiness of the west that is camouflaged as modernity. We see it in the anomic suicides around us every day.

What policy measure do we need in place to reverse this tragedy! Let's debate our cultural future. Here, all our private commercial and public service broadcasters are the major constituents of the community of stakeholders who must play a critical role in refocusing our national cultural vision to one of authenticity and redemption in our drive for development.

UNU-IIGH and AIBD share ideas to work together

By **Nabeel Tirmazi**
Programme Manager, AIBD

The Director of AIBD, Mrs Philomena Gnanapragasam, visited Professor Pascale Allotey, Director of the United Nations University International Institute for Global Health (UNU-IIGH) on 9th January 2020. The visit was a continuation of Director's courtesy visits to engage international and local partners for future AIBD activities.

The Director mentioned AIBD's initiatives for advocating SDGs through Asia-Pacific broadcasting industry. She also highlighted the fact that AIBD collaborated with various UN led entities even during the time of MDGs and have more workshops in the pipeline for its members.

Professor Allotey told UNU-IIGH is the designated UN think-tank on global health. The Institute serves as a policy translation hub for UN member states, agencies and programmes. The Institute, hosted in Malaysia since 2007, generates policy-relevant analysis by applying a gender lens to inform the development, implementation and evaluation of health programmes. The UNU-IIGH also supports the capacity development of local decision-makers and stakeholders to



engage effectively with global health challenges within the 2030 Agenda for Sustainable Development.

Ms Gnanapragasam suggested the UNU-IIGH's Director on collaborating with AIBD to organise capacity building workshops for regional journalists on health issues and devise a dissemination strategy for health-related SDG targets. In recent past, AIBD had one workshop in Jakarta in

collaboration with UN Indonesia and UN AIDs, where local journalists were trained on how to report gender-related health issues in their precise context. Congratulating on her appointment, Professor Pascale Allotey appreciated the ideas discussed in the meeting and hoped that both organisations will collaborate in near future as a way forward to educate regional journalists for Agenda 2030.

WORLD TELEVISION AWARDS 2020

HUMANITY

Theme: Youth towards agenda 2030 - Building Skills and Knowledge

Title: Youth - Charting the future

The 2030 UN Agenda recognizes youth as 'critical agents of change' for 'creating a new world'. This reorganisation translates the importance of focusing and highlighting the role youth in shaping the world as a stakeholder at all levels. By including the views of the youth in developing strategies to tackle issues, their leadership qualities will be strengthened. It will encourage skills and knowledge so that the younger generation will understand the stakes required to successfully navigate the issues that is or will plague the world.

This year's Humanity Category will focus on the importance of having youth oriented viewpoints and youth themselves, who are changing the world by their experience, innovation and expertise.

SCIENCE AND ENVIRONMENT

Theme: Climate change and how to prevent degradation of resources.

Title: Climate action - Zooming in on Forests

Our planet cannot survive without forests. The forests are stabilising force for sustainability of life. Currently, 25 percent of the world population rely on forests for their livelihood, and it is a home to billions of



WORLD TELEVISION AWARDS

USD 5000 AND INVITATION TO ATTEND ASIA MEDIA SUMMIT 2020

2020 CALL FOR ENTRIES

CRITERIA AND ENTRY FORMS AVAILABLE ON: www.aibd.org.my/worldtv

DEADLINE FOR SUBMISSION 17 APRIL 2020

HUMANITY CATEGORY BEST TV DOCUMENTARY ON YOUTH CHARTING THE FUTURE

SCIENCE & ENVIRONMENT CATEGORY BEST TV PROGRAMME ON CLIMATE ACTION ZOOMING IN ON FORESTS

Logos: AIBD, ASBU, 鳳凰衛視, FRANCE MÉDIAS MONDE, rfm

creatures.

Large swathes of forests are lost every day due to direct and indirect human actions. Managing forests landscapes or halting the loss or degradation of forests and restoring them can help mitigate climate change. According to International Union for Conservation of Nature (IUCN), more than one third of the total mitigation is possible

by sustainably managing the forests landscapes.

This year's Science and Environment Category will focus on the importance of forests and look into ways that can restore, maintain and create these life-sustaining natural resources. The impact of forests and lack thereof can lead to two very different futures for the humankind.

APPOINTMENT



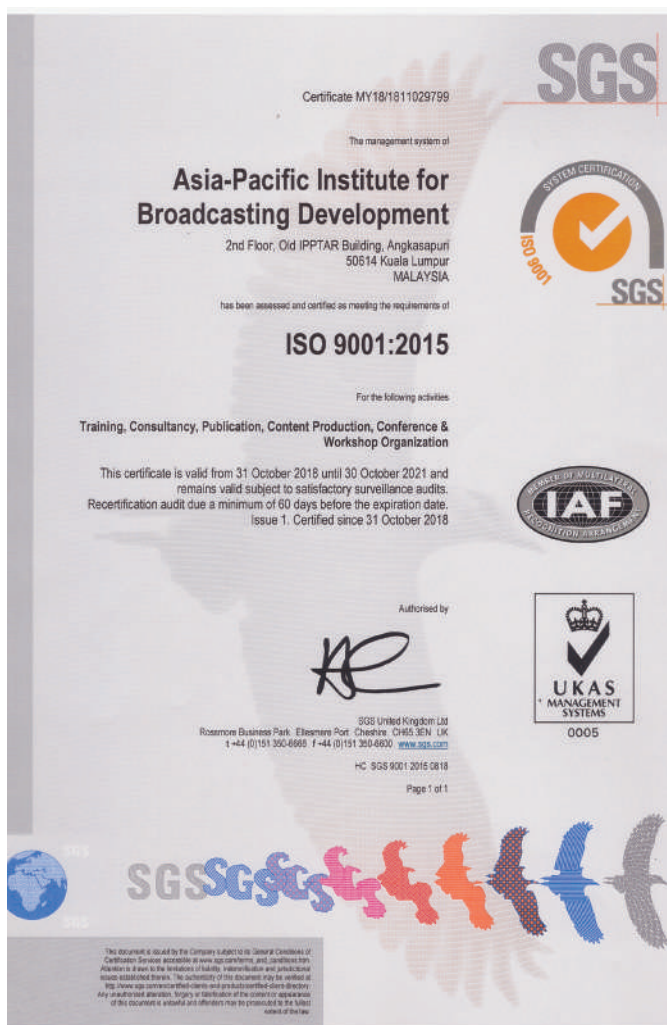
MADAM NOR YAHATI AWANG
DIRECTOR GENERAL RADIO
TELEVISION MALAYSIA
(RTM)

Mdm. Nor Yahati's Awang's has been appointed as the new Director General of Radio Television Malaysia (RTM) effective from January 2020. With many years of public service experience, her entry into the Department of Broadcasting (RTM) is set to bring fresh changes to the Organisation.

She Graduated with a Bachelor's Degree in Human Resources from Universiti Putra Malaysia (formerly Agricultural University of Malaysia) and a Master's Degree in International Development from the International University of Japan. She served the country with successful stints at major ministries, including Department of Public Services;

Ministry of Finance; Ministry of Tourism & Culture; and the Education Service Commission. She was also chosen to participate in the government-corporate cross-fertilisation exercise for two years, serving at Blue Archipelago Berhad, a subsidiary of Khazanah Malaysia Berhad.

With over 25 years in public service, she was instrumental in planning and executing many national plans in public service management, tourism and education. Ever since coming on board at RTM, she has been actively involved in the Transformation Plan of this pioneer broadcasting organisation in Malaysia.



AIBD is a unique regional inter-governmental organization servicing countries in the Asia-Pacific region in the field of electronic media development. It was established in 1977 under the auspices of UNESCO and hosted by the Government of Malaysia. The Institute currently has 43 member organizations in 26 member countries as its Full Members and nearly 100 Affiliate Members. The developmental needs of the member countries are given special priority in the activities of the Institute. AIBD's endeavor is to achieve a vibrant and cohesive electronic media environment in the Asia-Pacific region through policy and human resource development.

WORLD TELEVISION AWARDS

**USD 5000
AND INVITATION TO ATTEND
ASIA MEDIA SUMMIT 2020**

**CRITERIA AND ENTRY FORMS AVAILABLE ON:
www.aibd.org.my/worldtv**

2020
**CALL FOR
ENTRIES**

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**HUMANITY CATEGORY
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CHARTING THE FUTURE**

**SCIENCE & ENVIRONMENT CATEGORY
BEST TV PROGRAMME ON**

**CLIMATE ACTION
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