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Making a Difference to Ensure Media's Success

The outcome of the recent Asia Media Summit 2018 in New Delhi, India is clear – a call for media practitioners to confront the many challenges for media's success in the complex and fast changing media landscape.

The challenges are numerous and daunting, and to make a difference, media must remain agile to achieve business goals and contribute towards development needs.

Prime Minister Narendra Modi of India articulates one of these challenges. In a message to the conference participants, the Indian leader says Asia-Pacific, which has emerged as one of the most promising regions for media business, must aim “to deepen the media and democratic space”.

Information Minister Dr Khieu Kanharith of Cambodia shares a similar sentiment, citing government efforts to strengthen press freedom and free expression in the country.

The region must also tap the opportunities its growing media business offers “for international cooperation ranging from technology partnership to sharing of successful strategies for inclusive communication”, Prime Minister Modi said.

And this idea of cooperation must extend to combating poverty, gender inequality, terrorism, uneven globalisation and the ill-effects of climate change, says Information Minister Hassanul Haq Inu of Bangladesh. He suggests that media should highlight more success stories in dealing with these global concerns.

Another key challenge is about telling good stories that can attract audiences, ratings and revenues, the focus of the two-day conference.

“Storytellers must understand audiences and be empathic with their needs and desires”, Mr Baek Sang-Hoon, Director at the Drama Production Department of the Korean Broadcasting System, shares with conference participants.

He suggests that the story or programme must be exciting, offering something different. “It must also have different product systems, subjects and backdrops”.

Truth must also be behind good stories, says Mr F Sheheryar, Director General of All India Radio, India, lamenting that “truth in media is vanishing and sensationalism a hotcake in the market”.

To generate good outcome, Sheheryar said good stories must be relevant, truthful and meant for the public good.

This brings us to a call to refocus efforts towards core journalism, which Dr Lim Ming Kuok, Advisor for Communication and Information, UNESCO Office in



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Jakarta, Indonesia, says requires stronger emphasis on ethics journalism and accuracy, avoiding hate speech and thinking of the audience.

To get the people's trust back, Dr Lim urges practitioners to engage the audience and rebuild that connection between the producer and consumer of news.

"Let them also know the role of journalism. There's something to be said about going to the basics", he said.

He also warned against getting lost in the technology side and forgetting the core of what we are doing and telling the human side of story.

The United Nations articulates a similar call, urging media to tell stories about the Sustainable Development Goals (SDGs) and make a real difference in improving the lives of people and building a more sustainable planet.

"We need you, the media, to tell stories of the goals and how we can achieve them. Working together will make a real difference", Ms Amina J. Mohammed, UN Deputy Secretary-General, delivers a video message during the summit's Inaugural Session.

Telling good stories must also allow Asia to shape its own narrative and build its own stories of struggles and accomplishments. India's Minister of State for Information and Broadcasting Rajyavardhan Rathore says: "For far too long, the West has shaped the stories of Asia. I think now is the time for Asia to shape its own stories, real stories, the stories of emotions, successes, struggles, but eventually the stories of human ability to conquer difficulties and move ahead".

Reaching out to young audiences in whatever platforms is another challenge Dr Shahidul Alam, award-winning photographer and Founder, Pathshala South Asia Institute, Bangladesh, mentions in his brief presentation.

"They have forced us to rethink our strategy and become relevant. There is the

young audience who wants to be empowered, to have a say and it's time for media to respond", he says.

Media training as a key element for media success is not lost in the conference discussions. Indian Minister H. E. Smt Smriti Zubin Irani of Information and Broadcasting and Minister of Textiles reminds participants of the challenge of attracting, retaining, developing and deploying talent that can produce good content.

Media must remain agile, particularly

in the era of digitalisation that is driving this need for new ideas and causing media companies to really think why they matter, what makes them unique, and how they can be different", according to Mr Louis Hernandez Jr., Chief Executive Officer, Black Dragon, USA.

No doubt, these challenges demand resources, both human and material, as well as deep awareness of media's tasks and goals and multi-dimensional cooperation. They also require diverse voices to ensure strategies are inclusive.





Asia-Pacific – A Promising Region for Media Business and Broadcasting

India's Prime Minister Narendra Modi says Asia Pacific has emerged as one of the most promising regions for media business, especially the broadcasting sector, and offers opportunities for international cooperation ranging from technology partnership to sharing of successful strategies of inclusive communication.

“Our eventual aim shall be to deepen the media and democratic space in the region”, the Prime Minister stressed.

His message was carried in the Programme Guide of the 15th Asia Media Summit (AMS) that was held in New Delhi, India from 10-12 May 2018.

The Indian leader also praised the theme “Telling our stories- Asia and more” as conveying the noble aim of the summit, of giving voice to the whole population in the region.

He also expressed the hope that the summit will unleash “a new spirit for creative collaboration, for a better and more effective media partnership in the region”, and “new initiatives for future of the media in our region”.

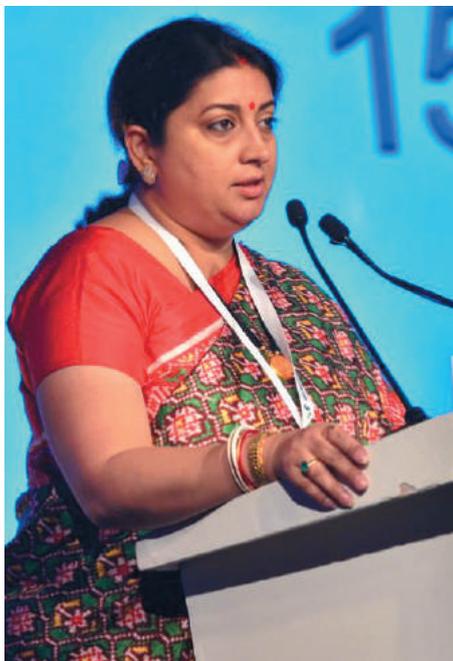
In his message, he welcomed participants who gathered in New Delhi for this productive Summit on this dynamic sector and its journey ahead.

The Asia Media Summit registered 395 delegates from 41 countries and regions. It featured five plenary sessions and four parallel sessions on various topics dealing with media regulations, new technologies, new business models in a multimedia environment from the perspective of storytelling.

The event also covered six pre-summit workshops on topics of storytelling- principles methods and aims, augmented reality and virtual reality, media law and ethics, digital terrestrial television broadcasting- transition strategy, a world of listening- new ways to tell our stories, and mobile journalism.



Time to Ready Laws, Ethics and Rules for Digital India



H.E. Smt Smriti Zubin Irani

As India is poised to maximise the opportunities its vibrant media industry offers, including the presence of almost a billion internet users by 2021, H.E. Smt Smriti Zubin Irani Minister of Information and Broadcasting and Minister of Textiles, India says this is the time “to put laws, ethics, and rules into place which can balance out the industry”, and prevent one dominant player to rule the media field.

In her speech to inaugurate the 15th Asia Media Summit on 10 My 2018 in New Delhi, Minister Irani said the country boasts of a robust media industry which look upon at digital world as an opportunity and challenge.

One of the challenges is “how do we attract, how do we retain, how do we develop and then deploy talent which brings good content from the trappings of revenue needs and brings about a balance in media institutions”, she said.

She cited the impact of media industry on the economy, saying that it has an

output of 2.9 percent of the country’s Gross National Product, with close to four million people benefitting from it.

India is one of the fastest advertising markets globally, expected to reach 10.95 billion dollars by end of 2018 and the mobile industry to grow to 1.55 billion in the same year.

The government is doing much to support media, the Minister said, citing the operations of 323 FM channels, the auction of some 683 channels in 236 cities, and the growth and funding support for the community radio system, with over 200 community radio stations in operations and 100 more in the pipeline.

Mr Vineet Jain, Managing Director of the Times Group, India, also spoke at the AMS inaugural ceremony, citing challenges the Indian government needs to deal with, for instance, the near monopoly of telecom companies.

“The government must discourage further merger, acquisition of telecom companies that could drastically limit choices of consumers”, he said.

He also warned of serious economic and political implications as India’s largest internet businesses will be either entirely or heavily owned by American and Chinese companies.

Amidst the spread of misinformation and propaganda in digital media platforms, “the government must take a proactive stance in holding digital platforms accountable for what they publish or broadcast”, he added.

He also called on government to institute reforms in the FM radio industry to spur exponential growth.

Minister Irani led the lighting of the oil

lamp to formally open the two-day summit. She was joined by Mr Hasanul Haq Inu, Bangladeshi Minister of Information, Dr Khieu Kaanharith, Cambodian Information Minister, and Mr Sam Seog Ko, Standing Commissioner of the Korea Communications Commission.



Dr Abbas Naseri Taheri

Dr Abbas Naseri Taheri, President of AIBD General Conference & Advisor to the President, IRIB, Iran, delivered a message on behalf of the Asia Pacific Institute for Broadcasting Development (AIBD), main organiser of the conference.

Dr Naseri Taheri spoke of the perils in the fast changing media landscape, among them, the undermining of the traditional and indigenous culture, particularly the family as a foundation of society, and how to protect cultural borders and deep-rooted culture through good storytelling.

In meeting the challenges of modern media as well as storytelling, he urged media to look into innovative solutions that can protect the audience as an important asset of broadcast systems. He also called on them to better understand the benefits of new technologies that can improve public service delivery and media sustainability.



Stronger Regional Cooperation to Deal with Global Challenges



Minister Hassanul Haq Inu

Information Minister Hassanul Haq Inu of Bangladesh called for stronger regional cooperation among governments and civil society groups, including media to combat poverty, gender inequality, terrorism, uneven globalisation and the ill-effects of climate change, and thereby bring development and peace in the Asian region.

Speaking during the inaugural ceremony of the Asia Media Summit in New Delhi, Minister Inu said no country, no media is free from the threat of terrorism and militancy, and therefore their united efforts to fight these global challenges become imperative.

He urged media practitioners to highlight success stories of countries and peoples addressing poverty, terrorism and uneven globalisation among others.

Information Minister Dr Khieu Kanharith of Cambodia also spoke at the opening

ceremony, citing government efforts to strengthen press freedom and free expression in the country.



Minister Dr Khieu Kanharith

Among its initiatives were improving ties with 38 press associations in the country, organising training courses for practitioners and holding roundtable discussions to discuss important national and local issues.

The minister also cited several media laws that have paved the way for the booming of more media outfits in the country – more than 600 newspapers though only 200 are reported in circulation, and 140 radio stations.

He said a new law to improve people access to information is being finalised that will ensure people participation in the country's social, political and economic life.

“With these laws plus many related laws, like the draft bill to protect the

whistleblower, we are confident that we are in a positive path to establish a free press in Cambodia, thus preventing abuse of power and news manipulation for political or personal gains”, he said.



Mr Sam Seog Ko

Mr Sam Seog Ko, Standing Commissioner of the Korea Communications Commission, also delivered a message, and said Korea is prepared to contribute to the development of broadcasting in the region.

Another speaker at the inaugural ceremony was Mr Shigeru Aoyagi, Director, UNESCO, New Delhi Office. He said media can play a critical role in bringing about peace, prosperity, sustainable planet, and partnership – guiding principles behind the UN-led Sustainable Development Goals.



Mr Shigeru Aoyagi

He said UNESCO supports efforts to protect oral traditions, and promote media literacy and Asian languages.

UN Cites Media's Role in Telling Stories on Sustainable Development Goals



The United Nations calls on media to tell stories about the Sustainable Development Goals (SDGs) and make a real difference in improving the lives of people and building a more sustainable planet.

“We need you, the media, to tell stories of the goals and how we can achieve them. Working together will make a real difference”, Ms Amina J. Mohammed, UN Deputy Secretary-General, told over 300 participants of the 15th Asia Media

Summit (AMS) that opened in New Delhi, India on 10 May 2018.

Part of the AMS agenda is a discussion on the state of implementation of the SDGs and the critical role of media in addressing issues like poverty, corruption, discrimination and terrorism.

On September 25th 2015, UN-member countries adopted a set of goals to end poverty, protect the planet and ensure prosperity for all as part of a new sustain-

able development agenda. Each goal has specific targets to be achieved by 2030.

In a video message to the AMS participants, Ms Amina J. Mohammed said that media institutions are indispensable in informing people, galvanising support, holding leaders and society, and the private sector accountable.

The two-day Summit formally opened this morning with more than 300 delegates from 39 countries across the globe in attendance.

She said that media practitioners and policymakers have a crucial role in shaping the development of the Asia-Pacific region that should be inclusive, resilient, and sustainable.

In the spirit of global village, first envisaged half a century ago by the media theorist Marshall McLuhan, Ms Amina J. Mohammed said “it is essential that we bridge the digital divide and enable each woman and man, and boy and girl to participate meaningfully in their community and beyond”.

She stressed that media plays an essential role in “providing accurate and objective reporting, and reflecting people’s aspirations and challenges”.



Media Have Full Rights, but they Should be Accountable

India's Minister of Law & Justice and Electronics & IT Sh. Ravi Shankar Prasad stressed the critical importance of media freedom, saying media has the full rights to inform, circulate, criticize, advice and counsel.

But under the country's Constitution, he said media's rights are subject to reasonable restrictions, particularly if these affect public order, decency and national security.

"Media freedom needs an open society. And an open society thrives on media freedom, but media must be accountable", Shri Prasad told delegates at the Asia Media Summit's session on "Media Regulations, Policies, Ethics, Rules and Laws held in New Delhi, India on 10 May 2018.

"If laws impinge on press freedom, our courts take them seriously", he said.

India is supportive of self regulation, he added, but media must know that no institution is free from accountability.

On privacy, the Law Minister said this right is important. but it cannot be a shield by the corrupt and the terrorists.

India is home to 882 tv channels, 200 of which are news channels. It has a diversity of platforms to include thousands of radio stations, newspapers as well as digital media.



The Law Minister said India appreciates this media diversity that allows its people to be informed and matured. He also said that they respect social media because it helps empower common people, but its language sometimes can be a cause of concern.

He warned that the Internet, one of the finest creations of human mind, should not become a tool of international colonisation.

"It cannot remain the monopoly of a few. If Internet has to be global, it must have linkages with local ideas and culture", he further said.

On the misuse of data, the Law Minister said India will not allow the country to become a centre of data pilferage, and that data commerce through collusive methods cannot be used to influence its electoral process. Shri Prasad said all the online companies which are in the business of data commerce must understand the nuances of accountability.

Another speaker at this session on media regulations was Mr Chandramauli Kumar Prasad, Chairman of the Press Council of India. He stressed that media should publish what is the interest of the public and not what interests the public.

He talked considerably about the Press Council of India, saying its key duty is to maintain ethics and the standards of journalism. "It is not influenced by any consideration but by merits of the case", he said.

He recommends its press council as a basic model for regulation of the media in the world.

Other speakers presenting their views on Media Regulation during the session included Mr Hasanul Haq Inu, Minister of Information, Bangladesh, Dr. Khieu Kanharith, Minister of Information, Cambodia, and Mr Sam Seog Ko, Standing Commissioner, Korea Communication Commission, Republic of Korea. The session was moderated by Dr. Venkat Iyer, Barrister, UK.

Growth of Free Expression in South Korea

South Korea is committed to the continued growth of free expression and media independence, providing reasonable regulations on programme editing, improving measures to deal with online post and securing autonomy for programme reporting and production.

Mr Sam Seog Ko, Standing Commissioner, Communication Commission, Republic of Korea, shared the government's policies and directions during the Plenary Session on 'Media Regulation Policies: Ethics, Rules and Laws' at the 15th Asia Media Summit 2018 held in New Delhi on 10 May 2018.

The Korean official said the current administration is pursuing the healthy de-

velopment of media by establishing comprehensive promotional plan for media education, and expanding Community Media Center locations and viewer participation programmes.

"We are also promoting local programming by providing infrastructure, expanding support for programme content production, distribution and community radio programming", he said.

Other programmes to support media's growth, he said, are initiatives to diversify Korean Wave content for overseas export, and expand support for media content from individual and small/medium business producers and UHD and other convergence-based content production.



Media Policies Must Address Needs of the Time

Information Minister Hasanul Haq Inu of Bangladesh says democracy flourishes in an environment of free media, but media must take the responsibility of reporting societal challenges dealing with poverty, gender disparity, terrorism, ICT revolution, climate change, and then globalisation.

"Media being the borderless tool must address these challenges in order to maintain growth of his own, and our

policies must enable media to act according to the needs of the time", Minister Hasanul Haq Inu said.

Speaking at this plenary session, he said "media can prove to be the most effective weapon for mass liberation from poverty, gender gap, terrorism and militancy". He also said the media can help the public understand and cope with ICT revolution, climate change and globalisation.

For media to do its job, he said that journalism training is important, and so is improving the welfare of media practitioners. In Bangladesh, he said, the government has set up the Welfare Fund and raised their wages.

Minister Hasanul Haq Inu also pointed out that the government is addressing issues on maximising public access to the Internet and new media and on protecting of citizens against cyber-criminals.

As Bangladesh welcomes the boom on ICT as well as online journalism, he said the government is strengthening regulations through the ICT Act 2009 and introducing two new laws, the Digital Security Act and the Broadcast Law.

"So these laws are going to be enacted very soon but these laws will never conflict with the freedom of expression and freedom of the media", he said.



Good Storytellers Know Their Audiences' Needs and Desires

Mr Baek Sang-Hoon, Director at the Drama Production Department of the Korean Broadcasting System (KBS) which produces Korean dramas highly popular in Asia, identifies several success factors for impactful storytelling.

“Storytellers must understand audiences and be empathic with their needs and desires”, he said.

The Korean Director also said the story or programme must be exciting, offering something different. It must also have different product system, subject and backdrops. “That’s the formula that made Descendants of the Sun succeed”, Sang-Hoon told delegates who attended the Plenary Session on Mythology, Folklore and Contemporary Stories at the Asia Media Summit held in New Delhi, India on 10 May 2018.

Sang-Hoon directed the episode “Doctors without Borders”, one of 16 episodes of Descendants of the Sun which won the

top prize for Best Story in a competition organised by the Korean Chamber of Commerce & Industry (KCCI).

Descendants of the Sun, which chronicles the star-crossed relationship between a soldier and a surgeon, was immensely popular both locally as well as internationally. It has been sold to 32 countries and translated into 32 different languages. According to the report by the Export-Import Bank of Korea, the direct and indirect economic effects of the KBS 2TV military-romance TV series “Descendants of the Sun” are estimated to hover above 1 trillion won (\$880 million).

In his presentation, Director Baek said the film offers action scenes, gun shooting, car chase, disaster, and what happens after these situations, including importantly a love story.

“The audience wanted to see a love story in the disaster not the disaster itself. Audiences change with times. Smart



story tellers can put their fingers on the pulse of the time. That’s how they could develop stories that appeal not just to Korean audience, but also to Asian audience.”, he said.

The Korean Director also said that exciting stories should come from understanding viewers, being on the same page with them, and being empathetic with their needs and desires.

Cambodia’s Information Officers Deal with Fake News

Another speaker was Dr. Khieu Kanharith, Minister of Information, Cambodia, who shared views on how his country is dealing with fake news on social media.

Admitting that Cambodia doesn’t have enough laws and regulations to address fake news, Minister Khieu Kanharith said the government has appointed information officers for this purpose.

“... we don't have the law dealing with them and that's why by asking, by creating the information officer at each level i.e., national and sub national levels, we can reply timely on fake news though not perfect”, he said.

Dr. Venkat Iyer, Barrister from UK, moderated the session.





What's In It for the Audience?

In two months time, he said, “the national government responded by building a suspension bridge in the village. Kids no longer have to cross the dangerous bridge going to school”.

leave the audience in anticipation, what is it that they will want to find out and see resolved?

And probably the most important one:

What's in it for the Audience?

What are the big universal themes that connect us all as humans? Think about the things we can all relate to, and that allow the audience to put themselves in the characters' shoes.

Another speaker was Mr Jason Bernard Santos, a Philippine writer, producer and director, who presented the “Wirewalkers”, an award winning documentary which employs virtual reality as part of the story.

“We tell the story to students, teachers, parents and government officials using 360 degree footage of the river where kids from Iligan City in southern Philippines cross the steel cable to go to school”, he said.

Wirewalkers...

He shared his formula for good storytelling, saying he follows four steps in changing and challenging the narrative of the stories we do:

What is the Story?

What is the issue, or the content that this story is going to be dealing with?

Whose Story is it?

Who is the character, or characters, that will lead and guide your story? What's driving them emotionally?

What's the Big Question?

What is it in your story that is going to

Other plenary session speakers were Carol Ying Yu of Phoenix Satellite Television, HongKong, China, K.G. Suresh, Director General of IIMC, India, Malini Awasthi, popular folk artist in India, and Salmah Bin Ibrahim, IPPTAR Director, Malaysia. Ms Poonam Sharma, Director, Media Guru, Singapore served as session moderator.





Should All Good Stories be Commercially Successful?

By Garvita Sethi

“Try to focus on humanizing and humorizing a story. If you can make a person laugh, it can change everything”, said Twinkle Khanna, producer of Padman in the 15th Asia Media Summit held in New Delhi on the theme ‘Should All Good Stories be Commercially Successful’.



She was joined in the discussion by Vikramaditya Motwane, Director of Lootera, Mr John Maguire, Director of International Relations & Corporation, France Medias Monde, Ms Deborah Kelly, Head of Training and Communications, Thomson Foundation, United Kingdom, and Ms Munira Murad, Head of International Relations, Radio Television Malaysia. Mr Martin Liss, Consultant of Programme Committee, Radiodays Europe, served as the session’s moderator.

Ms Khanna said commercial success of a movie is vital to boost the confidence of the producers who make movies on social issues relevant on the society. She added that “Padman is based on social stigma that is attached to menstruation. Initially, nobody was willing to invest in this subject until my husband, Akshay Kumar and director R. Balki came on board. It shows how much a big name can draw attention to a movie.

She said the next essential step is the proper packaging of the product in a



bottle. The innovative marketing strategy which we followed worked well for the movie to be commercially successful”.

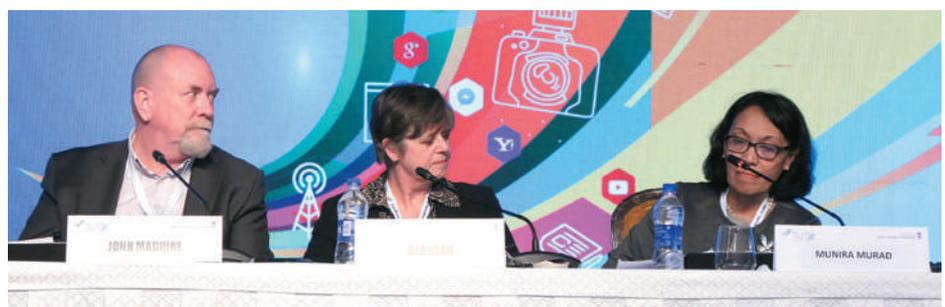
Ms Kelly in affirmation to Khanna’s statement, said that it is necessary to draw audience’s attention to whatever project one is doing, be it on corruption, modern art or a simple documentary. “Any content can be successful if it engages, informs and entertains the audience. Give priority to what the audiences want to watch, and try to answer their questions”, she replied when Mr Liss asked her to elaborate on the key things which are essential for a successful story.

We have a diverse plethora of platforms from which the audience can watch movies and documentaries and Netflix is the new entrant amongst them. Mr Motwane finds this change a welcoming one and said that this will flood the industry with a lot of talented directors, storytellers and actors. He also pointed out how much less struggle one needs to do today to produce any sort of content since everything can be done through a smartphone. However, Mr Maguire had a contradictory view here. He said with

a serious tone: “But how can we access those millions of suppressed stories of refugees and people living in sub-Saharan countries? They haven’t been represented well by the mainstream media”.

Talking about her own country Malaysia, Ms Munira said “Advertisement people hold the noose of the content that is showcased on TV. They cash onto some of the important days including Independence Day and Chinese New Year. The audience keenly waits for such ads and they are very popular amongst people of all the age group”.

When the coordinator asked them about how they imagine the growth of the industry in the next five years, Ms Khanna jubilantly said that we might venture into the age of augmented and virtual reality where we will be able to touch and feel the visuals that will be displayed on the screen. Mr Maguire was also in the favour of advancement of technology, whereas Ms Munira felt that the debate five years from now on will still revolve around how to make more money from the content we produce.





“Humanise and Humorise” Stories to Engage Audiences

By Monica Phang
Programme Manager, AIBD

Many delegates, both local and foreign, were keenly interested to join this only moderated debate session on “Should All Good Stories be Commercially Successful”, and get a glimpse of the popular local Indian film producer and writer, Ms Twinkle Khanna.

In the debate, all panelists from different countries and contexts agreed that journalists need to cover “good stories” or perhaps better phrased as “important stories” about issues such as migration, persecution and conflict. They also raised various possibilities in deriving financial benefits from good stories whatever the subject matters are.

Public service broadcasters such as the British Broadcasting Corporation (BBC) in Great Britain and the French

Organisation (France 24), represented on the panel by Mr John McGuire, Director of International Relations and Cooperation, are fortunate for not facing the same commercial pressures like other media organisations and will often cover issues regardless of whether they can generate revenues.

They also shared the same priority that all media organisations should gain and expand audiences for their stories, and that means engaging them through good stories that are impactful to fulfil their social obligations as public broadcasters.

The comment from film producer, Ms Twinkle Khanna to “humanise & humorise” was a defining moment in the debate. She says that by humanising stories we engage people, we make our stories relevant and increase the impact and reach of our work. By humorising our stories, will certainly engage the audiences more immensely.

If and how good stories can produce commercial benefits in a digital environment is still being explored. A number of systems like the loyalty subscription models are being tried by media organisations like the Britain’s Guardian Media Group. They allow readers to pay voluntarily because they associate themselves with the Group and appreciate the organisation’s good journalism. Another model is through cloud funding used to fund feature films.

At the end of the debate, there was perhaps some agreement in the panel that for stories to be successful, media practitioners must tell good and important stories, reach a wide audience as much as possible and ensure their stories have impact.

They also said that producing good stories that can be commercially successful may be possible through various business models, but some media organisations have yet to reach that level.



Role of Asian Values in Rising Economies of Asia

Now is the right time to reexamine Asian values and the role they play in the rising economies of Asia, which have overcome the ill-effects of the 1997 financial crisis in the region.

Some of these common values in Asia are collectivism, rule by virtue, and harmony, which can be incorporated in the modernisation drive of the region, said Mr Yang Fuqing, Director of China Global Television Network (CGTN), in his speech during the Asia Media Summit's session on "Asian Values as Broadcasting Themes" held in New Delhi, India on 10 May 2018.

On collectivism, Mr Yang said there is a need to balance this Asian value with individualism prevalent in other cultures. "Emphasizing collectivism only or individualism only is not right", he further said.

He stressed that collectivism without caring for the individual goes against human nature while stressing individualism and ignoring the collective jeopardises the common good of the people.

"The key is to find a balance between the two".



"What role do Asian values play in the economic development of China with strong Confucian values, which in the last four decades modernised at an amazing speed? Do values like collectivism, thriftiness and spirit of hardwork which we find in China contribute to the fast development of the country?", Mr Yang asked delegates, mostly heads of broadcast companies, media experts and academics in Asia-Pacific.

What has happened to China, he said, may provide a counter argument to criticisms that Confucianism hinders

modernisation and does not suit modern economy and society.

He also suggests to reexamine the doctrine of the 'mean' or the middle road which describes a path that not everything or every situation or relations should be characterised as black and white, or enemy and foe. "Can there be a middle road?", he said.

This middle road can also be reflected in the value of filial piety, which is evolving and changing. In China, for instance, he said children practise less blind obedience to parents. Young people are becoming more independent and keeping their fate in their own hands.

Should we not show love and care to parents, which is part of filial piety while making relations between parents and children more democratic and equal?", he further said.

In his presentation, Mr Yang also stressed the importance of 'civilisation diversity', the source of creation, innovation and development, so that nations and people can learn from each other, incorporating the good and abandoning the bad from each civilisation.



Spreading Asian Values through Asian Films

Asian films should pay more attention to the interface between ancient cultures, values and modern civilisation.

“Any tradition must be part of contemporary culture”, Mr S. Letchumanan, Undersecretary of the International Division, Ministry of Communication and Multimedia, Malaysia, said during the Asia Media Summit’s session on “Asian Values as Broadcasting Themes” held in New Delhi, India on 10 May 2018.

He said there is a need for the world to exchange and reference with other national cultures not only to promote national cultures, but also to propel social progress. This should apply to Asian



films, he said, which have drawn much attention from different countries due to globalisation

In his presentation, he cited the globalisation of Asian movies and dramas which contain universal and diverse themes such as love, life, revenge, death and poverty.

Among the values prominent in Asian films, he said, is nationalism and this is reflected in the use of the national language or love for the mother tongue.

Other values in Asian movies and dramas are love for family, respect for authority, elders and ancestors as well as spirituality.

Asian Values Critical for Sustainable World



Professor Krishnamurthy Ramsubramanian, a professor at Indian Institute of Technology, Mumbai, India, also spoke at this session.

He shared two distinct values found in India but has spread across Asia that are critical for a sustainable world. These are veneration for nature that can save our endangered planet, and family or the value of the collective over the individual.

He urged media to play a vital role in highlighting these values.

The Indian professor also lamented the absence of a certain system which gives ethical education more importance than technical education. “Therefore, lots of crimes are happening”, he said.

“We should not be lured today by material incentives than moral incentives that can be inculcated, and if we inculcate moral incentives then one gets rewarded by our conscience rather than external entities”, he said.

Mr Vikram Channa, Vice President for

Production and Development, Discovery Channel, showed some of their documentaries that “ helped create a new way and a unique space to showcase Asian stories, perspectives and values using Discovery Channel ’s visually evocative style that we sometimes internally referred to as Hollywood meets journalism”.

This unique space, he said, is a non-Western international mounted approach in defining the key content in this part of the world.





ASBU Pursues UHD TV, Artificial Intelligence, Social Media Interactivity



Ms Ines Jebali

The Arab States Broadcasting Union (ASBU) is pursuing new technology initiatives to enhance storytelling in TV programmes.

ASBU recognises the advantages of Ultra-High Definition TV (UHDTV) and

High Dynamic Range-HDR – Multi track sound production, which offer more pixels, images closer to reality, as well as immersive and better sound experience.

“ASBU is recommending to their member organisations to start producing using multi track audio and is organising training sessions on multi track audio with hands on practice in ASBU Academy TV studio”, Engineer Ines Jebali, ASBU Head of Production Technology and New Media, said during the parallel session on “New Technologies in the Broadcasting and Film Industry to Enhance Storytelling”, held in New Delhi, India on 11 May 2018.

On social media interactivity, Engineer Jebali said ASBU is assisting member organisations develop strategies that tap opportunities offered by this platform, invest in technologies that will enable

broadcasters to analyse audience data, and deliver deeper engagement with content experience.

She said ASBU is also encouraging their member broadcasters to use “distinguished, unique user-generated content UGC as part of the show”.

Artificial Intelligence (AI) is the next digital frontier, she said.

She added that fast computers, cheaper storage, high bandwidth internet, and development in machine learning are making AI starting to deliver real-life business benefits.

“ASBU sees AI evolution very promising and examines how it can best serve content enhancement and is looking into common services that can be deployed on ASBU cloud platform”, she said.

Achieving Highest Standards of Broadcasting



Mr Yuji Yamana

Another speaker at the Summit session was Mr Yuji Yamana, Senior Manager at NHK, Japan, who focused on the network’s corporate directions from 2018 to 2020.

One of its goals is to “bring the very highest standards of broadcasting and other services to Tokyo 2020”.

To accomplish this, Mr Yamana said NHK will use 4K/8K Super Hi-Vision to help people share in the

excitement of Tokyo 2020 Olympics and Paralympics, share the excitement with IT technologies and public viewings, and provide new viewing experience by adopting new technologies such as Big Data, AR, VA, AI, robotics.

Another NHK major policy, he said, is to “produce various programmes such as introducing the charms of each game, Japanese cultures to promote people including inbounds”.

Focus on Workflow, Metadata, Machine Learning

Mr Ankur Jain, VP and Head of Sales, Prime Focus, India, discussed the importance of broadcast workflow and metadata in the storytelling context.

“You shoot a content, you shoot a story. But if you’re not able to post produce it properly, you’re not able to finish the story in a well-done manner, then a good story can be a bad story. So we are saying to control the workflow of the digital story of the post-production itself”.

Mr Jain said one of the issues involving the workflow is the metadata “which is core and captured at the location at the time of shooting, is just lost” in the storytelling context.

He added that when creating a content and distributing it to multiple channels metadata can be a big differentiator.

“Similarly when you create copies of

content, you’re building inefficiencies in the whole system and also in terms of quality. So you are shooting an 8k or 4k but the fact is today most of the post-production happens in 2k, and resolution is lost that is what the bulk of the industry is today. So how can you preserve this content metadata right from the source towards to the end result which is the final product is what this workflow talks about”.

He also said storytelling is about orchestration of this content right from the source, not losing any content, any metadata and being able to post produce it effectively so that we are able to get the final result which has a lot of enriched content and the metadata both.

His second subject focused on artificial intelligence and machine learning.

“Train the machines enough so that the stories which come out of it are



Mr Ankur Jain

more immersive, more inclusive, more engaging. Hence what you do to shoot a content, to produce a content, you get better eyes on those content”.

He cited the promos in the Paralympics and Olympics which are being created using machines. He also talked about the challenge of monetising a good story like contextual ads that tap machine learning.

He advised broadcasters to identify places in the content where you can insert advertisements and use the ad engines to get the right ads, insert them in the content.

Three Different Directions of Technology



Mr Amitabh Kumar

Mr Amitabh Kumar, Director (Corporate) of Zee Network, India, discussed the three different directions of technology, apart from 4k, virtual reality, and augmented reality, among others.

One is file casting, earlier called the podcasting in a very simplistic format.

In the next two to three years, he said the streaming is going to be replaced with file casting. “Today the devices which are 64 gigabytes, each phone or whatever

device they are going to grow to 256 or even more and there is no need to be connected to a network to continuously stream either a movie or a story or a serial or whatever you need”, he said.

He predicts that file casting is going to replace all other current broadcasting technologies.

Another technology to watch out is the Cloud where people want to be for cost savings.

[continued on page 19]



Compelling Storytelling to Regain People's Trust in Media



Truth in media is vanishing and sensationalism a hotcake in the market. According to Mr F Sheheryar, Director General of All India Radio, India, to regain people's trust in media, there is a need to produce compelling stories that are relevant, truthful and meant for public good.

"The world over the biggest asset for public broadcasters and mainstream media has been the trust people repose in them, and losing that trust particularly for public broadcaster can create endemic problems of governance and delivery", Mr Sheheryar said.

Dr Lim Ming Kuok, Advisor for Communication and Information, UNESCO

Office in Jakarta, Indonesia, suggests that media should regroup and refocus on core journalism. This requires stronger emphasis on ethics journalism that demands accuracy, avoiding hate speech and thinking of the audience.

Mr Sheheryar and Dr Lim were among six speakers of the Asia Media Summit's session on "Telling Compelling Stories: Challenges and Opportunities; Radio and Community Radio" held in New Delhi, India on 11 May 2018.

To get the people's trust back, Dr Lim said we need to engage the audience and rebuild that connection between the producer and consumer of news.



Dr Lim Ming Kuok

"Let them also know the role of journalism. There's something to be said about going to the basics", he said.

He also warned against getting lost in the technology side and forgetting the

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Three Different Directions of Technology



Mr Kumar said that while the cloud might save some costs, the reality of the cloud is that once the content is in the cloud "it can appear in different formats and in different avatars, with people working on it, may be start-ups, and delivering to different networks like community networks, colleges, to gaming networks, or social media".

He also touched on the unexplored world of connected devices and mobiles in the digital world.

"We believe that as we go along, this is going to change the way things are going to be depicted. Whether it is going

to be able to cope with virtual reality or not I am not able to say at the moment. But digital is going to take along with file casting, the whole dimension to a different format", he said.

[Continued from page 19]
 Compelling Storytelling to Regain People's Trust in Media



core of what we are doing and telling the human side of story.

In his speech, Dr Lim identified some approaches to reestablish trust in media; ensure the display in newsrooms of the journalism code of ethics; put in place safety protocols for journalists in order to deal with the dangers of, among others, sexual harassment and war coverage; and have a policy of audience engagement with journalism students as well as civil society players.

Ms Paula Slier, Middle East Bureau Chief, Russia Today, emphasised the need to know audiences.



Ms Paula Slier

She asked if media are reflecting what audience wants or what stories we want them to hear.

In their YouTube channel, she said their viewers want personalised raw footages of events. "We leave our audience to interpret our materials. They don't want to be told", she said.

She said the challenge is to listen to our audience. "Go to the platform and see what they are interested in and appeal to them. They want to be engaged. They want to feel they are important and are listened to. We need to incorporate what

they want in both mainstream and new media", she said.

Dr Shahidul Alam, award-winning photographer and Founder, Pathshala South Asia Institute, Bangladesh, lamented that when storytelling in journalism, we don't humanise the people we talk about.

"As intermediaries, we (media) give ourselves too much attention and forget or undermine the farmers, migrant workers, who are the backbone of our economy. We reduce people to statistics", Dr Alam said.

He also stressed the need to reach out to young audiences in whatever platforms. "They have forced us to rethink our strategy and become relevant. There is the young audience who wants to be empowered, to have a say and it's time for media to respond", he said.

On community radio, Mr Sheheryar said this platform offers opportunities to highlight compelling stories, citing narrative on women empowerment, health campaigns and agricultural entrepreneurship.

He urged various sectors to support much



Dr Ramachandran Ponnar

needed training in community radio, particularly on local marketing skills.

Dr Ramachandran Ponnar, Associate Professor, Taylor's University, Malaysia, praises community radio for highlighting stories where authorities and media choose to look the other way around.

He also said that new media is enhancing storytelling, narrowing the distance between the storyteller and the audience.

Ms Sarah Gibson, Chairperson of the Worldwide Association of Women Journalists & Writers, served as the session's moderator.





Media must Remain Agile in a Digitally Collaborative Environment

Digitisation that has disrupted almost all kinds of industries is pushing media to create the right content, make it available to as many distribution platforms, and optimise their yield.



Mr Louis Hernandez

These challenges are “driving this need for new ideas and causing media companies to really think why they matter, what makes them unique, and how can they be different because there’s a lot going on in this digitally collaborative environment”, according to Mr Louis Hernandez, Chief Executive Officer, Black Dragon, USA.



Media players must remain agile, he said, and as they become digitised there is opportunity for them to leverage what made them great, while investing in the digital area.

Mr Hernandez offered this view before the Asia Media Summit’s session on “Media Business Models in the New Era”, held in New Delhi, India on 11 May 2018.

The market has become complicated, he said, amid a 50% increase in consumption per capita in the last 10 years, which

doesn't match the 400 percent increase in the availability of content. Budget and revenues are increasing between 3 and 4 percent, with some revenue categories showing an increase, and others a drop.

He also said that there is much pressure for media to create the best, most engaging, immersive content. “This is not new, but it is much more intensive an issue. The best content always wins. You really have to fight to differentiate yourself”.

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Communication – Key to Successful Sanitation Drive in India



India is implementing the biggest sanitation programme in the world. Its known as Swachh Bharat (cleanliness) Mission which aims to end open defecation by 2019.

The campaign has been successful as its national rural sanitation coverage has more than doubled since 2014, from 38% in October 2014 to 83% as of May 2018. Total usage (as a percentage of access) of toilets has also reached 90%.

Mr Parameswaran Iyer, Secretary, India's Ministry of Drinking Water and Sanitation, spoke of the success of the country's sanitation programme during the plenary session on Sustainable Development Stories of the Asia Media Summit in New Delhi, India.

"Lack of sanitation leads to physical and cognitive stunting in children. It will lead to a far less productive future workforce. 'Swachhata' secures safety and dignity of women", he said.

This session highlighted initiatives of countries in Asia-Pacific to promote the United Nations-led Sustainable Development Goals (SDGs), which aims to end poverty, protect the planet and ensure prosperity for all. Each goal has specific targets to be achieved by 2030.

Mr Iyer said inter-personal communication as well as media are integral components to accomplish the many objectives of the sanitation campaign. Reaching out to the community, he said, is important to

bringing about behaviour change among residents.

"We have grassroots motivators who go out to villages to campaign for defecation-free community and help make it sustainable. They have triggered behaviour change across India", he said.

Government also tapped local paintings, songs and dances, and street plays at district level, while at the national level, it used traditional media like TV, radio and print as well as social media to reach more citizens for this project.

"Mobilising a *jan andolan* or people's movement has galvanised and motivated citizens, generating, among others, 220 thousand films, 250 thousand paintings, and 20 million essays", Secretary Iyer said.



Mr Parameswaran Iyer



Mr Jagannath Sharma

Mr Jagannath Sharma, Head, News & Current Affairs, Bhutan Broadcasting Service (BBS) highlighted the role of media in mobilising young people to take an active part in the implementation of SDGs.

He said that BBS supported a national consultation among youth leaders to

Sustainable Rural Livelihood

learn and understand more about SDGs and how they can play a vital role in achieving the 17 SDG goals.

“A guideline for youth-led groups called the ‘Young Bhutan Network’ was also launched. The guideline will strengthen and enhance coordination and networking among youth groups in the country,” he said.

Mr Sharma also talked about the BBS campaign to support Bhutan’s cleanliness drive in streets and rivers in the form of news, talk-shows and educational programmes.

BBS also reported about small entrepreneurs producing products in their

small locality who are having difficulty finding markets. A networked project was started and sale outlet established”, he pointed out.

Nine nature-based products, developed as part of a project that aims to support sustainable rural livelihood, were launched in Thimphu. The products include anti-wrinkle cream, balm, massage oil, perfume, soaps and hand sanitisers.

He also said the project, implemented by the National Biodiversity Centre, Menjong Pharmaceutical Corporation and the UNDP, is also designed to contribute towards conservation and sustainable use of globally significant bio-diversity in the country.

[continued from page 21]

Media must Remain Agile in a Digitally Collaborative Environment

In creating content, he said, it is important not only to consider lowering cost structure, but also making content available to more channels and optimising the yield per asset. “That means you have to produce breakthrough winners to make money in media”.

In his presentation, he urged the media business to be smarter in optimising their yield, saying that over time, they will see what he calls a “connected lifetime value approach of assets”.

He explained this concept of lifetime value in media as being made up of three things. The first is how you see yourself and the metadata around how a person creates his own self-image. This is reflected, he said, in the shows he watches and also what he says about himself.

“I may say I’m a healthy guy, I love to work out, I love my dog and spend all my time

with family and that’s what you’re going to see on Facebook, and those attributes reflect the kind of shows I want. This profile shows a certain demographics for a show consumption”.

The second item refers to what we do and the metadata around that. He said Amazon, for instance, “may know what I actually do like I really buy mostly ice cream; I hardly do anything with my dog; I don’t go to the gym; and I usually sit around, watch shows and eat popcorn.”

Combining this person’s self-image with his actual consumption pattern and how he pays, Mr Hernandez says, overtime helps a company create the winning content that will be infused with ad placement, advertising, and product insertion based on what he actually does and he actually buys.

“This will allow you to increase lifetime

value and better match of consumption – what brings me joy to what you’re creating, and allows them to pay for in a way that allows you to make money. This is where the world is going and you see this in pieces like Google”.

He added that eventually we will “ need a great director, great producer, great show runner who create shows that are entertaining but are organised around demographics, and you tie in product placement digitally, ad insertion into the show and you own some of the intellectual property too”.

Digitisation has risks, he said, but there’s a bright future amidst this competition for creative content, monetisation that is shifting, and this combining from creative to monetisation.

Noting that media is important to our social fabric, Hernandez said he remains optimistic about the future of media both for its social contribution and its economic power.

The Viewers' Rights Should Be Promoted



Mr Lee Dong Seok

Protecting and promoting viewers rights is important as a way to ensure impartiality & public interest of broadcasting, a key mission of the Korea Communications Commission (KCC).

Mr Lee Dong Seok, KCC Director, told participants of the 15th Asia Media Summit (AMS) held in New Delhi, India that promotion of viewers' rights covers both policy making and business implementation.

He said that under policy making, KCC formulates and implements policies for viewers' right, modifies Act and legal system on viewers' right, establishes Community Media Centers, and provides subsidy for viewers' right.

Under business implementation, he said KCC engages in media education for viewers, supports more access to broadcasting for the marginalised and

viewers' participation in broadcasting, and manages Community Media Centers.

Mr Lee was among seven speakers at the AMS plenary session on Sustainable Development Stories held on 11 May 2018.

Placing People at the Centre of Development.

Another speaker was Ramrada Ninnad, Chief Development Management Officer of the Mae Fah Luang Foundation under Royal Patronage who spoke about the Doi Tung Sustainable Alternative Livelihood Development project in Thailand's northern most province.

The project in Doi Tung, a high mountain in Chiang Rai province, is a major environmental and socio-economic development programme that was initiated by



Ms Ramrada Ninnad

Thai Princess Srinagarindra, mother of His Majesty King Bhumibho Adulyadej.

Ms Ninnad said the project have several objectives: to reforest Doi Tung, upgrade the people's standard of living, provide them with more educational opportunities and public health services and promote agricultural development in a systematic manner.

"We have transformed the lives of villagers who were opium growers and addicts into forestry workers, farmers of agricultural products, landscape gardeners and entrepreneurs", she said.

Economically, she said the project has become a financially self-sustaining social enterprise since 2000, with an annual revenue of USD 15 million, and offered employment to at least 1,200 local people.

Its social impact is significant, she said, as it has introduced Montessori student-centred learning in eight schools, improved access to healthcare for all ages, established a daycare centre for mothers with small children and increased job opportunities and skills training for the local people.

The project's environmental impact has brought about the revival of 90 square kilometres of forest land, stopped shifting cultivation, and significantly reduced forest fires.

"The key to success is to recognise the human potential to bring about change, and place people at the centre of development", she said.

Challenges for Media's Success

Media success goes beyond storytelling. To achieve it, media organisations must address the public good. Their reporting must be inclusive to ensure diversity of opinions and stories, and media practitioners should pursue accuracy and truth to prevent misinformation and fake news.

These were some of the challenges articulated by heads of media organisations during the CEO Roundtable on "Storytelling and the Success of Media" held during the Asia Media Summit on 11 May 2018.



Dr Javad Mottaghi

Dr Javad Mottaghi, Secretary General of the Asia-Pacific Broadcasting Union (ABU) who chaired the session, asked panelists their perspectives on the one single challenge the CEO of a media company faces in today's fast changing media landscape, and how this can be changed into an opportunity.

"Media must work for the greater public good, which after all is the reason for its existence. Public broadcasters in particular must address those issues other media companies are not addressing",

said Mr Narayan Chandra Shil, Director General, Bangladesh Betar, Bangladesh.

How to get people's trust is media's biggest challenge, Mr F Sheheryar, Director General of All India Radio, India, pointed out. He said we need to migrate from the post truth to the truth era, reporting events and issues without any garnishment.

"Without people's trust, media will continue to exist only, without a soul", he stressed.



Ms Apurva Purohit

Ms Apurva Purohit, President of Jagran Group, India, said trust is not a button one switches on and off. It has to be built through the years. She added that media has lost control over content as many more consumers are able to source, write, produce and distribute content.

Amid the availability of massive content and people's access to various platforms, she said audiences have realised that consumers are creating some 'noise' as well as biased platforms, although other media outfits are still considered credible.

Mr John Maguire, Director of International Relations, France Medias Monde, France, said being truthful doesn't mean being neutral. "It's not a matter of presenting

two sides, but more importantly media must state that a fact is a fact. They can be obligated to report two sides of a story if both are biased".



Mr John Maguire

To gain trust, Dr Mottaghi suggested the pursuit of investigative journalism. "Media must report in an accurate and impartial manner, even if sometimes this goes against the interest of the private sector and government to get to the truth".

Mr Steve Ahern, CEO of International Media & Broadcasting Academy, Australia, identified diversity in broadcasting as a key challenge, saying media must present a variety of stories and opinions and be more inclusive to address the needs of various sectors, particularly disadvantaged sectors like ethnic groups. He cited the case of Australia where a second government channel offers opportunities for diversity and inclusivity by accommodating various languages, an initiative that can address threats of terrorism and extremism.



Mr Steve Ahern



Mr Jawahar Goel

Mr Jawahar Goel, Managing Director of Dish TV, Essel Group, India, called for greater engagement between government and media in addressing issues of conflict within society.

In dealing with the challenges of natural disasters, Mr Thusira Chintaka Malawi Thantri, Director General of Sri Lanka Rupavahini Corporation (SLRC), stressed the key role of media in minimising the impact of disasters on communities.



Mr Thusira Chintaka Malawi

Sharing this view was Mr Mohamed Shahyb, President of Maldives Broadcasting Corporation, who said radio assumes a massive responsibility in dealing with disasters.

“In a disaster-prone country like Bangladesh, we ensure that programmes in the national language are understandable to indigenous peoples”, Mr Narayan Chandra Shil said.



Mr Mohamed Shahyb



Mr Narayan Chandra Shil





Time for Asia, not the West, to Shape its Stories of Struggles, Successes



Col Rajyavardhan Rathore

It's time for Asia to shape its own narrative and build its stories of struggle and accomplishments and strengthen its position both socially and economically, according to India's Minister of State for Information and Broadcasting Rajyavardhan Singh Rathore.

As guest speaker during the closing ceremony of the 15th Asia Media Summit (AMS) in New Delhi, Minister Rathore said, "For far too long, the West has shaped the stories of Asia. I think now is the time for Asia to shape its own stories, real stories, the stories of emotions, successes, struggles, but eventually the stories of human ability to conquer difficulties and move ahead".

He praised the theme of the conference, "Telling our Stories – Asia and More", and its outcome, saying its participants engaged in productive deliberations on

how media can help people discuss information necessary for their development especially in the era of social media.

"The summit will facilitate better regional cooperation in reaching out to millions of underprivileged Asians to utilise information in best way for their development" he said.

Mr Chang Jin, Director AIBD in his closing statement shared this sentiment, citing discussions for more cooperation among member countries of AIBD and our partners in the region and the world. He also said specific suggestions were made on improving media policy for better and fairer society, pursuing concerted efforts in the SDGs, and setting-up of

new regional mechanisms of media content exchange.

He also said that Ministers of Information from Bangladesh, Cambodia and Korea and more than 60 speakers from the Asia-Pacific region and other parts of the world and the host country India deliberated deeply and thoroughly on the various topics of the summit.

He thanked host India, members and delegates for continuing to support the summit, saying it has "grown up and become one of the premiere platforms in Asia-Pacific to discuss and debate the most important current topics of the industry".

"I believe all delegates coming from the Asia-Pacific region and other parts of the world have been deeply impressed with the warm hospitality of our hosts, the beauty in the land, the culture and the people, the talents and wisdom of the professionals of the country, and the vision of its leaders", Mr Chang Jin said.

The AIBD Director also said the Institute plans to explore new dimensions and opportunities in the fast changing expressions in media industry through a collaborative and inclusive network and contribute to the growth of this industry in the rich cultural heritage of the Asia-Pacific region.

During the closing ceremony, Minister Rathore graced the announcement and presentation of the winners of the AIBD World TV Awards in two categories, namely the Best TV Documentary in Humanity category and the Best TV Programme in Science and Environment category.



Mr Chang Jin

AMS 2018 New Delhi, India



No. 1



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No. 8



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Captions AMS 2018

1. The Union Minister for Textiles and Information & Broadcasting, Smt Smriti Irani being present memento by 15th Asia Media Summit dignitaries at the 15th Asia Media Summit, New Delhi on May 10, 2018.
2. The Minister of State for Youth Affairs and Sports (I/C) and Information & Broadcasting, Col. Rajyavardhan Singh Rathore officials of the I&B Ministry the concluding session of the 15th Asia Media Summit, New Delhi
3. The Union Minister for Textiles and Information & Broadcasting, Smt Smriti Irani with the distinguished dignitaries at the 15th Asia Media Summit, New Delhi
4. The Union Minister for Textiles and Information & Broadcasting, Smt Smriti Irani being presented a memento by Mr George Kuruvilla CMD of BECIL at the 15th Asia Media Summit, New Delhi
5. The Union Minister for Textiles and Information & Broadcasting, Smt Smriti Irani in a meeting with the dignitaries, on the sidelines of the 15th Asia Media Summit, New Delhi. The Standing Commissioner Korea Communications Commission, Mr Sam Seog Ko and the Director AIBD, Mr Chang Jin are also seen in the picture
6. The Secretary, Ministry of Information and Broadcasting, Shri N.K. Sinha addressing the Parallel Session on the new technologies in the Broadcasting and Film Industry to Enhance Story-Telling, at the 15th Asia Media Summit, New Delhi
7. The Union Minister for Electronics & Information Technology and Law & Justice, Shri Ravi Shankar Prasad, at the plenary session on Media Regulation Policies: Ethics, rules and laws, during the 15th Asia Media Summit, New Delhi
8. The Union Minister for Textiles and Information & Broadcasting, Smt Smriti Irani, the Union Minister for Electronics & Information Technology and Law & Justice, Shri Ravi Shankar Prasad along with the the Director, AIBD, Mr Chang Jin and MD Times Group Mr Vineet Jain, at the 15th Asia Media Summit, New Delhi
9. The Union Minister for Textiles and Information & Broadcasting, Smt Smriti Irani, arrives at the 15th Asia Media Summit, New Delhi
10. The Union Minister for Textiles and Information & Broadcasting, Smt Smriti Irani with The Director General (M&C), Press Information Bureau, Shri Sitanshu R. Kar, at the 15th Asia Media Summit, New Delhi
11. The Secretary, Ministry of Information and Broadcasting, Shri N.K. Sinha with The Director General (M&C), Press Information Bureau, Shri Sitanshu R. Kar at the 15th Asia Media Summit, New Delhi
12. Mr F. Sheheryar DG AIR addressing joint session on telling compelling stories at the 15th Asia Media Summit, New Delhi
13. The Union Minister for Textiles and Information & Broadcasting, Smt Smriti Irani with the Director General (M&C), Press Information Bureau, Shri Sitanshu R. Kar and officials at the 15th Asia Media Summit, New Delhi.
14. Ms Twinkle Khanna was at the 15th Asia Media Summit, New Delhi
15. The Minister of State for Youth Affairs and Sports (I/C) and Information & Broadcasting, Col. Rajyavardhan Singh Rathore officials of the I&B Ministry the concluding session of the 15th Asia Media Summit, in New Delhi
16. Mr. Louis Hernandez Jr. addressing at the 15th Asia Media Summit, New Delhi
17. The Secretary, Ministry of Information and Broadcasting, Shri N.K. Sinha with other dignitaries at the 15th Asia Media Summit, in New Delhi
18. The Union Minister for Textiles and Information & Broadcasting, Smt. Smriti Irani at the with the Director & staff of AIBD
19. Speakers of the Plenary Sessions Sustainable Development Stories & Programme Manager AIBD at the 15th Asia Media Summit, New Delhi
20. Renowned Folk Artist, Padma Awardee Ms Malini Awasthi addressing, at the plenary session on Media Regulation Policies: Ethics, rules and laws, during the 15th Asia Media Summit, New Delhi
21. The Union Minister for Textiles and Information & Broadcasting, Smt. Smriti Irani with 15th Asia Media Summit dignitaries and officials at the 15th Asia Media Summit, in New Delhi
22. Artist performed culture programme at the 15th Asia Media Summit, New Delhi
23. Sightseeing at Qutab Minar
24. Sightseeing at Qutab Minar
25. Sightseeing at Humayun Tomb
26. Sightseeing at Humayun Tomb

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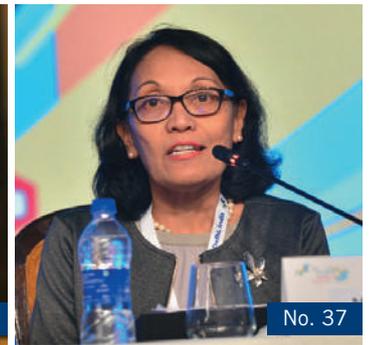
1. H.E. Smt Smriti Zubin Irani
2. Col Rajiyavardhan Rathore
3. H.E. Dr Khieu Kanharith
4. Mr Sam Seog Ko
5. Mr Vineet Jain & H.E. Mr Hasanul Haq Inu
6. Mr Ravi Shankar Prasad
7. Dr Abbas Naseri Taheri
8. Mr Chang Jin

9. Mr Thusira Malawethantri
10. Mr Shigeru Aoyagi
11. Dr Javad Mottaghi
12. Mr Abdelrahim Suleiman
13. Mr F. Sheheryar
14. Mr George Kuruvilla
15. Mr Narayan Chandra Shil
16. Mr Yuji Yamana
17. Mr AHM Bazulur Rahman

18. Dr Ramachandran Ponnar
19. Mr Louis Hernandez Jr
20. Dr Wu Dianyi
21. Ms Deborah Kelly
22. Mr Parmeshwaran Iyer
23. Ms Salmah Ibrahim
24. Mr Lee Dong Seog
25. Ms Poonam Sharma
26. Mr Mohamed Shahyb

27. Dr Lim Ming Kuok, Ms Munira Murad & Ms Philomena Gnanapragasam
28. Mr Yang Fuqing
29. Ms Samantha Ramlu
30. Mr Vikram Channa
31. Ms Twinkle Khanna
32. Dr Venket Iyer
33. Mr Gordon Gu

34. Mr Iain Martin
35. Ms Ines Jebali
36. Mr Aale Raza
37. Ms Munira Murad
38. Ms Carol Yu
39. Mr KC Rabi
40. Mr John Maguire & Mr Steve Ahern
41. Ms Sarah Gibson



ASBU, AIBD Seek Stronger Cooperation

The Arab States Broadcasting Union (ASBU) and AIBD pledged to expand their cooperation in capacity building activities for their members.

In their annual partnership committee meeting held in New Delhi, India on 11 May 2018, Mr Abdelrahim Suleiman, ASBU Director General, committed to bringing in more Arab participants and speakers to the Asia Media Summit (AMS) in 2019.

Through the Asia Media Summit, Mr Suleiman stressed the need to present a more positive perspective of the Arab world.

“The Arab world should not be characterised as simply a region where there is much conflict and violence; there are bright spots in the region that need to be known across the globe, including Asia-Pacific, and the AMS is a good venue for this”, he said.

He also advised AIBD to avoid holding the AMS on dates that conflict with the Ramadan period to ensure more participation from the Arab world. He also said

that they will make available translators to enhance engagement of Arab speakers with participants from Asia-Pacific.

AIBD Director Chang Jin thanked ASBU for their continuing support to the AMS and other activities of the Institute and said they would include participation of Arab speakers and make available translation facility in the conference.

Mr Mohamed bin Saad Aljuris, Adviser to the President of Saudi Broadcasting Corporation, Saudi Arabia, expressed support for the summit, saying this was a good platform to enhance understanding and strengthen cooperation between the two regions.

Mr Suleiman also pledged US\$5,000 as support for the AIBD World TV Awards, and committed to including an ASBU member as part of the jury for the competition. On the 4th regional workshop on digital radio, which ASBU has supported, he said they will continue to send participants as well as to the proposed AIBD workshop on social media.

AIBD and ASBU agreed to organise

a workshop on hybrid broadcasting (HbbTV), which Mr Suleiman said is a hot topic among ASBU members.

Mr Suleiman also pointed out that ASBU is promoting online training programmes in three languages to build capacity and competence of their members. Online programme topics will include social media, training of trainers, production, and one on radio. In June, ASBU will launch the online programme on mobile journalism. He said face-to-face training will be converted into an online model in order to benefit more members and make training materials more accessible to them. He also said that ASBU was ready to partner with AIBD in organising online programmes and requested the Institute to identify trainers for these programmes.

Director Chang Jin said the Institute is ready to cooperate in this endeavour while Mrs Philomena Gnanapragasam, Head of AIBD Programme Department, said the Institute has plans to introduce a similar approach to training.

Eight ASBU members and AIBD staff joined the hour-long meeting.





Members of the AIBD Strategic Plan Team met recently on the sidelines of the Asia Media Summit 2018 in New Delhi, India to examine directions and programmes of the Institute for the next four years.

Discussions were focused on the new Strategic Plan draft which had been shared among the SPT members. It covers AIBD's three strategic areas, namely, AIBD as a regional platform for exchange of information for members in the electronic media industry; advanced training and consultancy, and specialised research activities dealing with development trends, regulation and policy of the electronic media industry in the region and around the world.

In serving as a regional platform for information exchange, the Institute should cover the introduction of new technologies and services, discussion of regulations and standardisation directions.

Under advanced training and consultancy, the Institute should focus on new training programmes, media literacy and launch online media training. It should diversify its research activities and methods as well as engage other members in the region.

The underlying vision in pursuing these strategic areas, is to continue to "achieve a vibrant and cohesive electronic media in the Asia-Pacific region through policy and resource development".

Mr Thusira Chintaka Malawi Thantri, Director General of Sri Lanka Rupavahini

SPT Members Review AIBD's New Strategic Plan

Corporation (SLRC), chaired the meeting, and said there was a need to further review the document, an idea shared by some SPT members.

"The draft Strategic Plan needed elaboration and further examination", Mr Mohamed Saeed, Chief Operating Officer of Public Service Media, Maldives, said.

Some members also said the specialised research activities benefit members, but these should be shared on the website, and must involve others in the region. "Consider turning some research findings into infographics so that members can learn more", Mrs Wanida Gajasesni, Senior Information Officer, International Cooperation Department, National Broadcasting of Thailand, suggested.

Others pointed out gaps in the plan, among them, the lack of clear directions, specific objectives, practical action plans, timelines, and deliverables for effective evaluation. Strengthening regional cooperation and staff development should also be emphasized.

There was a suggestion to share the proposed plan to some thinktanks who

can offer new and innovative ideas for consideration by the SPT.

Director Chang Jin acknowledged the good suggestions on the draft Strategic Plan, and argued the document should be reviewed and strengthened. He proposed to continue the discussions on this plan in the General Conference in Colombo, Sri Lanka in August 2018. It is the hope of SPT members to approve the revised Strategic Plan during the GC.

On the AMS in 2019, Director Chang Jin announced the withdrawal of the Philippines as host of this event. He said the process of selecting a new host is underway.

Another agenda of the meeting was a post assessment of the AMS 2018, which most SPT members described as a success.

The SPT Chairman said the Sri Lankan team found the conference well conducted. There was a consensus that the theme and conference topics were appropriate and relevant, among these, the Masterclass on Storytelling, and the sessions on

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Winners of AIBD World TV Awards Announced at AMS

Journey on Foot “Homewards”, a TV documentary on the life of an immigrant worker who struggles to realise his dream to return to his homeland, broadcast by KBS1, Korea, won the AIBD World TV Awards under the Humanity category on Migration or Immigration.

Mr John Maguire of Audio Visuel de la France, Chairman of the World TV Awards Jury, spoke of the many good content the TV Awards jury screened for this year’s awards.

Jae-Gook Shin served as the programme’s executive producer and its director Han-Seok Kim received the Awards’ trophy and certificate.

The winning entry focuses on Urisamba Ba, a man who spends his days gathering salt in the beautiful Lac Rose of Senegal. He has two wives and 16 children, all dependent on a measly \$10 a day income.

Ba lives for a dream and that is to return to his homeland. He saves money for his dream, but life doesn’t make it easy for him as he is exploited by brokers .

In his documentary, Director Kim revealed the harsh environment the migrants are exposed to and also focused on finding a meaning in life though life is harsh. In accepting the award, he hoped people will appreciate better the meaning of human life.

Mr Abdul Rahim Suleiman, Director-General of the Arab States Broadcasting Union (ASBU), major sponsor for this award on Humanity, congratulated the winner and said their organisation is pleased to be a partner of this important initiative by AIBD and its members.

The winner of the World TV Award for Best TV Programme on “Clean Water for Life” was “Blueprint for Survival: NE-Water produced by MediaCorp, Channel NewsAsia, Singapore.

Ms Mak Ying Kwan, the programme director, received the Award. She said the subject of her programme dealing with the lack of water is a story relevant not only to Singapore but also to the whole world.

“Blueprint for Survival” is a three-part documentary series showcasing crises that threatened Singapore’s survival and how rising to meet these challenges strengthened and sharpened the mettle of Singaporeans. Its winning entry was the episode titled “Blueprint for Survival: NEWater”. It focused on Singapore’s efforts to find solutions to attain water independence. The country’s willpower





to overcome water shortage made it seek out technology to recycle wastewater for drinking. Key players share insights on how NEWater was created and how it opened doors to huge, unexpected economic opportunities.

Mr Zhang Yilong, Director of Overseas Business Development, StarTimes, sponsor for this Awards' category on Science/

Environment, was present at the awards presentation ceremony.

For each category the winning organisation/producer will receive a cash prize of US\$5,000.

Also present at the event were Col Rajyavardhan Singh Rathore, Minister of State for Information and Broadcasting

and Minister of Youth Affairs and Sports, Dr Abbas Naseri Taheri, Director General, International Department and Advisor to IRIB President, Iran, and AIBD Director Chang Jin.

The runner-up for the category Humanity was "The Promising Land", directed by Ta Quynh Tuand and broadcast by Vietnam Television, Vietnam.

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SPT Members Review AIBD's New Strategic Plan

"Business Models in the New Era", and "Asian Values as Broadcasting Themes".

Dr Abbas Naseri Taheri, Advisor to IRIB President and AIBD General Conference (GC) President, appreciated in particular the list of professionals who spoke at the session on "Business Models in the New Era", saying the information on advertising in new media and data mining they presented were useful. AIBD Director Chang Jin said this session on

business models was popular among delegates.

Some SPT members commented on the need to manage the time of speakers more effectively. Some sessions had too many panelists. Speakers in some conference sessions failed to offer new perspectives on the topics.

There were recommendations to improve the AMS, among them; the publication

of the conference proceedings; inclusion of younger speakers in some sessions; preparation of speakers' powerpoint presentations that are more understandable to the participants; evaluation survey of speakers after each session; and better marketing efforts to attract more foreign participants.

Fourteen SPT members from Cambodia, Korea, Iran, Malaysia, Maldives, Sri Lanka, and Thailand, including a few AIBD staff joined the meeting which ended at 10:45pm.

India's Epic Ramayana at the Asia Media Summit

Ramayana is an ancient Indian epic poem that is one of the most important in Hindu literature. Written in Sanskrit by sage Valmiki, it narrates the struggle of the divine prince Ram or Rama to rescue his wife Sita from the demon king Ravana. This epic has been performed throughout India and many parts of Asia for at least 2000 years.

Some episodes of Ramayana were performed for delegates of the Asia Media Summit 2018 in New Delhi, India during the Gala Dinner. The show in the dance form depicted the rich culture of the region that has been the source of compelling stories for radio, television, film and even new media.

Ramayana also reflected the theme of the Summit, 'Telling our Stories- Asia and More'.

Here's a synopsis of the various parts of Ramayana that were presented:

Khewat Samvad: Boatman and Ram

Ram, Sita and Lakshman search for a boatman to take them across the River Ganga. The boatman, who knows about the emancipation of Ahilya, refuses to allow Ram to touch the boat unless he is allowed to wash Ram's feet. Once allowed, the boatman takes the charanamrit and gladly ferries them across the river. When Ram offers him money, he refuses to accept it.

Panchavati

Ram, Sita and Lakshman decide to pass

AMS 2018 – Cultural Dance



the period of exile in the beautiful forest of Panchavati.

Surpanakha

The sister of the demon king Ravan is enamoured by the youthful beauty of the two brothers. She approaches one and then the other for marriage, but is disappointed by both. Lakshman loses his temper and cuts off her nose.

Ravan's Court

Ravan, the king of Lanka is surrounded by courtiers who are intoxicated and are indulging in pleasures. The assembly is disturbed by the shrieks of Surpanakha. Ravan swears to take revenge and conceives a plan to abduct Sita.

Swarna Mriga: Gold Deer

Ravan sends Marich to Panchavati in the guise of a golden deer. Sita asks Ram to kill and bring its skin. After a short time Lakshman and Sita hear Ram's cries for

help, and Sita commands Lakshman to go. Lakshman leaves reluctantly, instructing Sita not to come out of the hut.

Sita Haran: Ravan Abducts Sita

Ravan, seeing Sita alone, comes to her in the guise of a hermit. Sita comes out of the hut forgetting Lakshman's instructions. Ravan appears in his true form and abducts Sita.

Jatayu Vadha: Jatayu is Slain

Jatayu, the noble king of birds and Ram's devotee, tries to rescue Sita, but is mortally wounded by Ravan.

Ram-Ravan fight

On Meghnad's death a furious battle takes place between the two armies and Ravan himself comes to fight Ram, and with the death of the great demon king ends a long reign of evil. Ram installs the righteous Vibhishan on the throne of Lanka, and thus peace is established once again.

Rajya-Abhishek: Ram's Coronation

The 14 years' exile is over, and Ram, Sita, Lakshman and Hanuman return to Ayodhya where they are received by Bharat. Their return to Ayodhya is celebrated and Ram's coronation takes place amidst great rejoicing.





Pre-summit: Master Class on Storytelling



Telling Better Stories; Right Facts are not Enough

Journalism is basically storytelling, telling the right facts, but this is not enough to attract audiences in the fast-changing world.

Former BBC news editor Sarah Gibson, President of the Worldwide Association of Women Journalists and Writers, says people want journalists to tell stories or narratives that engage them, and explain why these stories matter to them.

“Audiences want stories that they care about”, Ms Gibson said, “otherwise they will leave you and look for more relevant stories”.

Ms Gibson conducted the Masterclass on Storytelling, Principles, Methods and Aims as a pre-summit activity to the Asia Media Summit 2018 held in New Delhi from 8-9 May 2018.

In telling good stories, participants identified some of the challenges they face, these include the use of single or multiple platforms, innovative approaches to storytelling, lack of resources, dictates of concentrated media ownership, finding out who the audience is, how to build trust, and how to make breaking news more compelling.

Close to 30 delegates from 10 countries in Asia-Pacific participated in the two-day workshop organised by AIBD with support from the China Central Television (CCTV).

In order to tell better stories, Ms Gibson urged journalists to get to know their audiences more, not only their gender, social class, geographical and cultural affiliation, but also where and how they consume diverse media platforms.

She said people are consuming information through radio and TV, live streaming, reading online, podcasts, and social media.

In the traditional media structure, mainstream journalists are telling stories that are based on evidence and rational scrutiny to build trust among the people. But Ms Gibson said in emergent media, people are looking for stories that are recognisably human, they can like and connect with, and have cultural familiarity.

As audiences are getting younger, we are seeing a disconnect between the demands of the existing and in emergent media. But we need to tell stories that have the components of both existing and emergent media perspectives. “Both approaches are valid”, she said.

What are the basics of storytelling?

Gibson said as journalists we often assume our audiences know more than they do. That may not be so, they are often not following every development of a story and they have competing demands on their time. It’s important to present and explain basic facts to them.

It’s also vital, she said, to go back to basics by giving our audiences a strong lead and a strong peg.

“We can also ask audiences what they want to know, what they want to talk about”, Gibson said.

Drawing from her BBC experience, Gibson said audiences now want to see that newsrooms feed the needs not only of their head, but also their heart. That



means providing audiences trends, updating them with information, and offering perspectives. But importantly, journalists should also produce stories that are inspiring, amusing and educational.

Another way to tell better stories is solutions-based journalism. Ms Gibson said young audiences often want to read and watch more stories that present solutions rather than just problems.

“Of course, we need to hold people to account, interrogate facts. But this can be interpreted as negative and it can often turn audiences off. They need more solutions,” she said.

AIBD Director Chang Jin welcomed the participants saying this masterclass has become a tradition supported by CCTV and other partners.

Two other resource persons who spoke in the masterclass; are Mr Abhaya Kumar Padhi, author and media trainer from India, and Mr Yang Fuqing, Deputy Director, CGTN English, China.

Disregard Fixing a Formula in Telling a Story

Storytelling as an art may not follow any set principles to be able to draw people's interest. If storytellers do, then their narratives will look alike and will be devoid of diversity.

“Set principles will cripple variety of narration. But at the same time we have to accept that all narratives follow a scheme, pattern and style for ease of delivery, acceptance and understanding. We may call them loose principles”, according to Mr Abhaya Kumar Padhi, author and media trainer from India.

Mr Padhi offered this perspective during the AIBD/CCTV Masterclass on Storytelling, Principles, Methods and Aims as a pre-summit activity to the Asia Media Summit 2018 held in New Delhi from 8-9 May 2018.

In his presentation, he identified some of these 'loose' principles.

One is about the 'willing suspension of disbelief' by both the storyteller and the audience.

Two, decide whom, where and why to tell a story and who be the narrator. Is the narrator a stranger or a familiar person?

A person familiar to the listeners is more credible and acceptable.

Three, stories are mostly told to friends. Strangers are not precluded from listening. After all we meet as strangers first and become friends later through the link of a story told.

Four, a story must have a location, a time, and a situation must be there.

Five, multisyllabic, erudite, pedagogic words are better avoided; they tend to over-intellectualise and philosophise. No qualifying is necessary. Otherwise, the story may turn into lessons on ethics and morality sermonised and delivered from a pulpit.

Six, bring in contrasting ideas, characters and situations, and juxtapose them by placing them together. Let them come into conflict and collide. In posing two opposing ideas, a whole new idea will be created.

Seven, stories are all about experience and idea. Reflect on that original idea captured your imagination. Pass it on to the listeners as if it were a flame with warmth and light.



Eight, All storytellers are vulnerable to doubts expressed by the audience. Dare to share their doubts and face them with candid emotion of your story. Be bold enough to ask your audience what you questioned along the way so they too share your doubt, confusion, anguish, anger, sorrow, joy, insight and delight.

And nine, be a part of the entire process but do not become a part of the story even if per chance it is about you. This may take away the credibility factor. Autobiographies may make good reading but they lack the imaginative character of fiction.

Mr Padhi also discussed the aims of storytelling, emphasizing that all stories or narratives are shared as a means of entertainment, education, cultural preservation or instilling moral and ethical values.

“Stories largely strive to establish an ethical human civilisation. The mundane, the profane, the celestial, the cosmic and the earthly – all narrated through stories are better understood and appreciated. The Greek principle of catharsis in drama comes into play equally in stories,” he said.



Story Telling: Principles, Methods and Aims

By Garvita Sethi



“This abundance of information is not the same as understanding, and hence creates new challenges for the audience”, said Sarah Gibson, President of AIMMP, while delivering an intellectually stimulating pre-summit talk on the theme based on principles, methods and challenges of storytelling.

Jahangir Hall of Taj Diplomatic Enclave was filled with pundits from the field of broadcasting, radio and print on the day of the event. The positive learning environment continued for more than three hours where the host introduced blocks of storytelling to its audience, along with making them aware of the rugged transition from old-school storytelling methods to the presently engineered ‘post-truth’ content from the newsrooms.

The monopoly of content from the past has been hunched up by chunks of information, present all over the internet.

The audience searches for a steadfast narrative in them, but the credibility of the information is barely cross-checked. Their loss of belief in the authority has paved the way for the concept of citizen journalism, through which stories from across the world are finding their space

in the digital media world. Though it is a welcoming change, Miss Gibson highlighted that storytellers from across the world need to use visionary alternative modes of communication to capture the audience's short-spanded attention, along with regaining their trust on the centuries-old institution back.

She explained working domain of a journalist in a much believable manner “There is no other profession out there which gives you the opportunity to make a difference through telling stories about what's really going on”. She was also alarmed by the fact that standard form of journalism is a thing of the past and added that the audience has developed the distaste for heavily editorialized and negative stories. Young people all over the world are looking for the solution to their problems, and the first thing which they command is transparency of the media.

Later on, she wisely categorized news and factual content in five symbolic modes- basic factual content we all must know stands for a teacher; self-improvement knowledge to zoom ahead in life can be seen as a life coach; perspective of unseen depth which is not agenda driven can be seen as a challenging person; interesting human stories about things reminds us of a storyteller and finally discursive and expanded knowledge of a passionate thing or place is appropriate to be tagged with a best friend.

The most nerve chilling moment of the whole discussion was when she showed





a three-minute video titled 'Your Phone is now a Refugees' Phone' shot by BBC Media Action. The heart crunching story begins when a daughter from a war-stricken country is fleeing from her place, and she updates her whereabouts to her father through a smartphone. With the help of GPS, WhatsApp and mobile camera he is helping her in crossing the border until her phone gets distorted in a fight. The

video ends with a powerful scene where multiple people are tapping on a smartphone, but the refugee crisis is not getting deleted from their phones. This is ironic in the fact that although social media has made our life easier, it is not the solution to every problem.

The audience was also rendered with some basic knowledge about augmented

reality and virtual reality which are the emerging trends in this globalized world. Some effective strategies were also discussed formulating appropriate content while keeping in mind the essentiality of a feedback system. The insightful session reached its end when the host of the day was given a token of honour, to valorize her credentials and efforts for the session.



Article reported by Garvita Sethi (Volunteer), while Pre-Summit workshop was managed by Fathimath Leeza.



Evolution of AR & VR Technologies – Driving The Digital World

By **Monica Phang**
Programme Manager, AIBD

Broadcasters and film production companies around the world, even giant high-tech mobile companies like Samsung, are exploring Augmented Reality (AR) and Virtual Reality (VR) to enhance their creativity in content production to satisfy their consumers' needs.

Technologies that have long been so expensive before that they were rarely seen outside of a R&D lab, have now become affordable for the average person. Most of the renowned IT leading entities like Google, Microsoft and Facebook have utilised the AR/VR technologies to complement their endeavours in order to remain relevant in this IT evolving era.

AR and VR are poised to change the entertainment industry. However, entertainment isn't the only space where AR and VR are making inroads. In fact, at least 10 industries are capitalising the potential of AR/VR technologies to tap the wonders of the digital worlds. They are in education, health care, marketing, journalism, travel, real estate, skilled trades, automobile and retail.

AIBD conducted the regional workshop on AR and VR as a pre-summit event to the Asia Media Summit 2018 in New Delhi,

India. Now on its second year, this regional workshop has become important in the Institute's portfolio of training initiatives in view of the significant impacts of AR and VR to all industries particularly broadcasting and the media industries.

Three expert resource persons spoke during the two-day workshop.

Mr Naresh Gupta, Vice-President of Samsung Electronics Pte Ltd Delhi, touched upon AR technology which has been incorporated as a "built-in" apps of Samsung's mobile phones besides other applications like e-commerce, entertainment and sports, education and training, health care.

He explained AR as encompassing the real world plus the digital world that involves overlaying of video, sound, graphics, GPS Data and Haptics.

He categorised AR into marker based, marker less, projection based and superimposition based while the key components of augmented reality are as follows:

Sensors & Camera Involving:

- Works as input devices;
- Sensors gather user interactions and actions;

- Cameras used for gathering surrounding/physical objects and depth sensing.

Projection:

- Turns surface into an interactive environment;
- Takes help of sensors and cameras to redefine the augmented environment.

Processing:

- Considerable processing power required;
- Good quality computer vision is key.

Augmentation and Placement:

- Algorithms for overlay;
- Real time adaption of virtual world with real world.

For the broadcasting industry, Mr Gupta says that AR faces constraints in content creation and delivery/presentation as specialised hardware equipment is needed to view AR content and mostly unavailable at user premises.

He also presented other issues such as "if the system expects users to be tech savvy, it will not find wide adoption and the lack of standards on uniformity across content creation and presentation techniques".

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AR and its Impact on Broadcast Graphics

Mr Aale Raza, Director of a Singapore-based Whiteways System Pte Ltd, dwelt on AR and its impact on broadcast graphics that had changed the landscape of the media industry particularly the television broadcasting arena.

He said “graphics has played a very important part in television. The importance of graphics as a way of conveying information, as a tool for channel branding and as a business model has increased over the years. For financial, weather, sports news channels, graphics form the main central information provider. Real-time graphics has the power to attract and hold viewers”.

He described this as a paradigm shift happening in broadcast graphics by applying the technology of AR.

In the workshop, Mr Raza started by delving into the history of broadcast graphics. The advent of Chroma keying in the film – Thief of Baghdad – set a new course. Film and television have never been the same since. After Chroma keying, came virtual sets. This was followed by 3D virtual sets with embedded graphics. These were widely adopted by the broadcasting industry.

The new paradigm shift has come in the

form of AR, which allows a real object (an anchor) to interact with a virtual object in a virtual 3D space. It also permits more degrees of freedom and some of the graphics are simply stunning.

He introduced Unreal Engine 4.00 which is a virtual 3D environment released late last year. Unreal Engine 4.00 is a complete suite of development tools made for anyone working with real-time technology: From enterprise applications and cinematic experiences to high-quality games across PC, console, mobile, AR and VR. Unreal Engine 4 gives you everything you need to start, ship, grow and stand out from the crowd. A world-class toolset and accessible workflows empower developers to quickly iterate on ideas and see immediate results without touching a line of code, while full source code access gives everyone in the Unreal Engine 4 community the freedom to modify and extend engine features.

He said that broadcasters can now get a ready-made virtual 3D engine – which has very advanced features. With the help of these features, a scene can be made very quickly and easily. Graphics artists can breathe easy. They can now do a lot more work – which looks far superior and is in real-time.

Whiteways showed a demo of the unreal



engine. The demo gave the participants an idea how easy and fast it was to create graphics.

As a system integrator, Whiteways provides their customers with the latest and best in terms of technology. Whiteways sees these new developments as a game changer for broadcast graphics and will help their customer adopt them.

The workshop ended with participants asking lots of questions in an animated discussion.

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Evolution of AR & VR Technologies – Driving The Digital World

He also said that AR and VR technologies provide a platform for a more enriching and engaging user experience.

“These could particularly be useful to the broadcasters both at the time of content creation and content delivery to the users and audiences. The key is

to imagine new use cases and leverage these technologies to implement them in meeting the expectation of users and enriching experiences of the audiences”, he said.

A total of 36 participants representing several different foreign countries like

Bangladesh, Fiji, Malaysia, Maldives, Sri Lanka and Thailand besides local participants from India attended the workshop.

The AR/VR technologies seem to be a new endeavour for most of the participants who were amazed at how the AR/VR elements illustrating what the presenters are talking about rather than describing it in telling a more compelling story.



AR & VR

is the new reality for creating immersive experiences to share culture and stories



Ms Shivanshu Samantha Ramulu, Managing Director and Co-Founder Method Digital of New Zealand, elaborated on the ever evolving ARVR technologies from the perspectives of journalism, cultures, social welfare and tourism.

“There are a whole new host of new technologies available to storytellers that are growing in popularity and reaching new heights of immersion. From augmented to virtual reality and projection mapping, these new mediums are allowing storytellers to take audiences on a wonderful journey where stories can be truly brought to life” she said.

She added that “the industry is boasting huge revenue figures by 2020 and hardware is vast and becoming more and

more readily available and at a more reasonable price point than it ever has. More households will have access to hardware needed to view these new experiences”.

Broadcasters need to embrace these new mediums, she said, and start looking at how they can use these to tell their unique stories, how they can add value to the story arc, and how they can create new, and meaningful ways that engage audiences.

She said that at its core, storytelling is about sharing an experience, good, bad, confronting, sad, or terrifying. All that's changed is there are now new ways to communicate these stories, and they have their own unique pros and cons in how to make the most of these mediums.

In her presentation, she said augmented reality based stories are best served in bite sized chunks but they work really well for documentary or factual based stories.

“You can tell a linear story or create interactive, non-linear paths to get the viewer more involved. Sound, voice, special effects, overlaid graphics and text, 3D animations, can all help to give augmented reality experiences and more interest. Using real time objects and environments can really enhance a story and create more interest for a user”, she pointed out.

She also explained that virtual reality is very much single user based currently, so building your story to cater for your captured audience is key.

“Create empathy by letting someone work in another person's shoes or take them somewhere they may never experience in their lifetime. Create an immersive journey where you can tap into more than just their visual sense, use voice and sound to weave them into the narrative, and for installations other senses can come into play”.

She also advised that to enhance video, broadcasters need to add graphic elements or special effects for more depth to your experience. “ Be authentic and consider the emotions you're trying to evoke. VR is also known to be a valuable tool in educating, don't underestimate this. Experiences in VR are shown to be more memorable and therefore the information is more readily retained”.

Finally, she stressed that like any story, content is key – “don't rely on novelty to carry the experience, ensure your story is genuinely interesting. It's not about replacing real life or human experiences and interactions but rather enhancing and adding value to these”.

Legal and Ethical Issues at the Heart of Asia Media Summit

By **Dr Venkat Iyer**
Barrister, United Kingdom



Media law and ethics are usually not given a place of prominence in international conferences unless they happen to be specialised events involving legal professionals. It was therefore a pleasant surprise for many, including the present writer, to see that the recently-concluded Asia Media Summit included within its programme not only a pre-summit workshop on the subject, but also a dedicated plenary

session which threw the spotlight on legal and ethical issues relevant to journalism and broadcasting.

The workshop attracted participants from nearly a dozen countries, including Afghanistan, Bangladesh, Bhutan, Maldives, Nepal, Pakistan, The Philippines, Sri Lanka, and Syria, as well a large number of broadcasters from the host country, India. Spread over four substantive sessions, it was held a day before the start of the Summit on 9 May.

Given the importance of both law and ethics to the practice of journalism, equal time was devoted to both subjects. The workshop was conceived and directed by the present writer (who has run similar events in various parts of the world over the years) and the sessions were very extremely interactive. Among the topics covered on the legal side were: defamation, contempt of court, hate speech and copyright – with a very practical focus in each of those areas.

Given the diversity of the Asian region,

it was necessary to identify common principles and approaches so that the workshop could be meaningful and have the widest measure of appeal to those attending. Such principles and approaches could, it was felt, be the building blocks for a further and deeper understanding of more complex country-specific laws and practices. It is worth remembering, too, that, in some countries at least, not all the legal measures in force were the result of legislation, i.e. law made by the respective national parliaments, but the products of judicial decisions. This is a peculiar feature of ‘common law’ countries, of which many exist in the Asian region.

Some of the topics, e.g. defamation and hate speech, generated animated discussion. A large number of cases, drawn from diverse jurisdictions (including from outside Asia), allowed the participants to gain insights into how common problems were tackled differently, depending sometimes on historical or cultural factors peculiar to a particular country. The workshop provided a valu-





able opportunity to cross-fertilise ideas and to share experiences, which was appreciated by many of the participants.

The second half of the workshop focused on ethical issues. One of the fundamental principles on which there was widespread agreement was that, in the practice of journalism as in other areas, ethics deserved to enjoy as much attention by media practitioners as legal rules. As was noted at the outset, “what is legal may not necessarily be ethical” and it was not enough for broadcasters and others to simply comply with the letter of the law.

The discussion on media ethics spanned a wide range of discrete issues such as: accuracy; privacy; right of reply; intrusion into grief and shock; chequebook journalism; use of subterfuge in reporting; coverage of suicides; treatment of victims of sexual offences; coverage of children; payments to criminals; and protection of confidential sources. It was recognised by all present that some of these issues also raised legal concerns, so that there was an overlap between law and ethics which had practical implications for every journalist.

Inevitably, the central importance of ‘public interest’ became an overarching theme of the discussions within this part of the workshop. Much effort was expended in identifying what the public interest meant in particular situations, and how far that concept could be pressed in aid of journalistic conduct which would otherwise be deemed to be unacceptable. It became quite clear that the line may have to be drawn differently in different countries. Even so, it was agreed that all legal systems and ethical codes should provide for exceptions to be made on grounds of public interest.

As to what constituted the public interest, most participants accepted that such actions as detecting or exposing crime, protecting people from being misled by the acts of others, protecting public health, safeguarding public safety, exposing miscarriages of justice, and highlighting serious cases of impropriety, unethical conduct or corruption, clearly fell within the definition of that important term. Numerous examples were discussed to illustrate how this concept would be applied in practice.

The workshop elicited widespread praise,

with many of the participants expressing a strong desire that more such events needed to be organised on either a regional or sub-regional basis given the relative lack of importance normally attached to legal and ethical training for media practitioners in Asia. The formal feedback, received in the form of a questionnaire completed by those attending, confirmed this sentiment.

Media law and regulatory matters also featured in a panel discussion on the subject held as the first plenary session of the Asia Media Summit on 10 May. The discussion, moderated by the present writer, brought together a group of prominent speakers, including: Mr Ravi Shankar Prasad, Minister for Law, Justice and Information in the Government of India; Mr Hasanul Haq Inu, Minister for Information in the Government of Bangladesh; Mr Chandramouli Kumar Prasad, Chairman, Press Council of India; Dr Khieu Kanharith, Minister of Information of the Government of Cambodia; and Mr Ko Sam-Seog, Standing Commissioner, Korean Communication Commission. This panel discussion encompassed a wide range of topical issues, many of which touched on public policy and the role of the government in media regulation.





Strategies for Smooth Transition from Analogue to Digital Terrestrial Television Broadcasting

By **Utpal Kanti Mandal**
Programme Manager, AIBD

Digital broadcasting is a broadcast technology based on the transmission of audiovisual media information by bit streams. The most dynamic and technically complex environment of TV content distribution is Digital Terrestrial Television Broadcasting (DTTB). Traditionally, TV broadcasting served stationary receivers at home.

Today's users require information, information and entertainment anywhere, anytime and on any device, if possible interactively and at the highest possible service quality. Modern broadcasting concepts try to cope with these demands that can only be satisfied by digital technologies. Therefore, transition from analogue to digital technology is a must. Migrating to DTTB allows broadcasters to be competitive and more attractive than the other modes of delivery of TV services. The transition process allows for a gradual introduction of Digital TV services without subjugating the existing analogue TV viewers until such time when a prescribed percentage of the viewing population has already shifted to digital which will subsequently warrant

the termination of analogue broadcasting services.

Considering that the migration to DTTB has been a global trend, the Asia Pacific countries could learn from the experiences and best practices of other countries' migration to digital TV. The development of a national roadmap for transition to digital terrestrial television starts with an analysis of the current TV market structure, analogue TV networks and regulatory framework. The aim or end milestones of the roadmap are identified by formulating the digital switch-over (DSO) objectives.

India has adopted DVB-T2 Standard for digitalisation of its huge terrestrial network and progressing significantly towards implementing DVB-T2 and T2-Lite services in the country. Doordarshan India (DDI), the country's public Service Broadcaster, has one of the biggest television networks in the world with more than 1100 transmitters of different power levels and categorised as High Power Transmitters (HPT), Low Power Transmitters (LPT) and Very Low Power Transmitters (VLPT). DDI is in the process

of digitalisation and aims to install 630 DTT transmitters finally having 230 HPTs and 400 LPTs for covering the whole country with a number multiplexes at every location to provide a bouquet of services to the viewers. Therefore, it is very appropriate for other countries in the region to gain from the transition experience of India.

Regional workshop on DTTB Transition Strategy conducted in New Delhi on 9 May 2018 as a pre-summit workshop during the Asia Media Summit 2018 thus got relevance. This pre-summit workshop aimed to provide broadcasters and other media professionals a clear understanding to planning and implementation of digital terrestrial television broadcasting services. This one-day workshop provided expert knowledge and information on the road to digitalisation focusing on the main issues like digital broadcast implementation, regulatory framework & digital dividend, digital broadcast standards and market & business development as well as sharing successful case studies and experiences of digital migration roadmaps and strategies adopted.



Quite a number of speakers in this workshop were from DDI who are actively involved in the system designing and network planning activity of digital terrestrial television broadcasting in India. The expert consultant from StarTimes China shared the experience in China on DTT and provided greater overview on the subject for the benefit of participants from different countries in the region. Also three country papers were presented by the participants from Nepal, Bhutan and Thailand.



Mr Surender Singh

DDI was the first speaker who presented the topic “Network Planning Flexibilities in DVB-T2” where in he explained various design parameters of DVB-T2, Multi Carrier Modulation Schemes, Gaussian, Ricean and Rayleigh communication channels. He discussed various modulation schemes for DTT transmissions and variations on data rate and coverage to be taken into consideration when planning the DTT network. He also explained the other design parameters like guard interval, pilot patterns, and different constellations for modulation schemes.

The second speaker of the day Mr D.P. Singh DDG (Engg.) broadly explained the implementation experience in digitalisation process of terrestrial network of DDI. He covered the areas like TV broadcasting in India, regulation on digital terrestrial services, digitalisation plan of DD and various steps taken to deal with various challenges.

Mr M.S. Duhan DDG (Engg.) focused on experiments and experiences with DTT delivery on handheld devices while elaborating on transmission trends and feel of digital terrestrial transmission, and receiving devices. He also shared their experiences from DVB-T, DVB-H, DVB-T2/T2-Lite. He provided detailed information regarding the design of DVB-T2 system and technical parameters on modulation schemes and constellations, error correction, and guard interval, among others. Mr Duhan showed some practical case studies from India and showed coverage surveys conducted in the cities Bangalore, Lucknow, Indore, and Delhi. He also presented reception results of T2-Lite mobile services from DD transmitters taken in moving vehicles with varying speeds and also successful mobile reception on Aeroplane.



Mr Zhang Yilong

Mr Zhang Yilong, Director Technical Center, Star Times Software Technology Co. Ltd. China, lectured on “Digital Television Transition – Manageable & Operational TV Network Planning”. He shared their experience in China on DTT and provided an overview of technology development in the video broadcast area, system plan principles both end to end and on effective coverage. He touched upon the Next Generation Business Operation Support Systems (NG-BOSS) solution, Artificial Intelligence technologies such as natural language processing and human machine interaction (HMI). He also talked about Over-The-Top (OTT) challenges and oppor-

tunities. In the last part of his presentation Mr Yilong presented the China-Africa Co-operation project case study on ‘Digital TV Implementation in 1000 African Villages’ along with three other case studies like the Large City Single Frequency Network (SFN) in Lagos, the National DTT SFN in Mozambique and the Burundi Solar power transmission.

Ms Archana M. Gupta, Director (Engg.), DDI, in her presentation talked about DVB-T2 receivers and antennas. After providing overall features of DVB-T2 technology she discussed Integrated Digital TV Receivers (IDTVs), Set Top Boxes (STBs), PCs with Dongles, Car Receivers, Tablets, Smartphones with Dongles, Smartphones with built-in tuners, Wi-Fi Routers (DVB-T2 Hot Spots), Bill Boards and T2-Radios.

Mr Rajender Kumar, Director (Engg.) in DDI, in his session provided details on spectrum planning for digital transmitters. His deliberations were based on the objectives to provide satisfactory coverage to maximum percentage of population, to ensure interference-free reception for specified grade of service and to use minimum possible number of channels in the network for efficient utilisation of frequency spectrum. He described various planning parameters like Minimum Useable Field Strength, Protection Ratio, Coverage Range, Interference range etc. and explained the ITU-R P.1546 Curves for the purpose of channel allocation for DTT transmitters in the network. He also provided detailed procedure for manual approach of channel allocation through the Lattice planning technique.

Mr Bishnu Ram Neupane, Director (Engg.), NTV Nepal, Mr Tashi Darjay, Assistant Engineer, BBS Bhutan and Mr Anusorn SrimalaiKul, Engineer NBT Thailand presented country papers on developments in pursuing their respective digital migration activities.

More than forty broadcast engineering professionals attended the workshop and eleven of them were foreign participants from Afghanistan, Bangladesh, Bhutan, Cambodia, Myanmar, Nepal, Seychelles, Thailand, Uzbekistan and Vietnam.



Effective callers' screening before a radio talk show starts can prevent a free-for-all or an add-on to the topic discussion, thereby helping create a vibrant programme.

It helps identify callers with interesting ideas and comments before inviting them to be interviewed on the air. Callers who can generate emotion and make listeners laugh, cry and get angry, among others, are preferred.

Mr Steve Ahern, Broadcasting Consultant, Australia, offered these suggestions during the AIBD/Radiodays Europe/RCS Pre-Summit Workshop on "A World of Listening - New Ways to Tell our Stories", held in New Delhi, India on 9 May 2018.

"Avoid a weak opening of your radio talk show. It's important for host or anchor to do his homework in introducing a topic," Mr Ahern said. Before putting a caller on the air, there should also be a screener to pre-interview interesting callers and inform hosts of what selected callers have to say on the topic.

He also said prepping callers is important. "Getting the first caller who is energetic is everything".

Improving Radio Talkback Shows

Mr Ahern provided other recommendations to improve radio listener's talkback sessions or chat shows.

These include the following:

- Don't beg for calls, just bring them in and give the phone number along the way. Use social media for this. Let callers come in and if they're not coming in, mention the topic.
- Make it a conversation not an obligation. Don't command listeners that you must ring. You can't oblige people to call. If you make topic interesting then they will call.
- Integrate text and social media message; let them just become part of it.

- Share the audio and comments on social media. Ensure you reply to comment with a link of audio of person talking.
- Invite callers to tell a story.
- Do tell a story, make a statement, pose a question, then go straight to a caller.
- If there are few callers, drop topic and move on.

To generate successful radio shows, Mr Ahern urged radio practitioners to focus on top talkback topics dealing with personal safety, good health, any items and issues that affect family finances, and better life for their kids.



Radio and Social Media – Enriching Listeners’ Experience

Radio practitioners should consider social media as their friend and brother that they can tap to engage audiences more and enhance their listening experience.

Doing so will require an awareness and understanding of the activities and rules in social media, according to Mr Martin Liss, Media Consultant and Trainer, Germany.

Mr Liss spoke at the AIBD/Radiodays Europe/RCS Pre-Summit Workshop on “A World of Listening- New Ways to Tell our Stories” held in New Delhi, India, on 9 May 2018.

In social media, Mr Liss said there is no editor as everyone can write, produce and distribute stories. Everyone becomes the editor. He also said users press like or share buttons for various reasons, to include telling the world they are cool and fantastic, helping and explaining the world, and highlighting emotions, which focuses on the ‘how’ rather than the ‘what’ in storytelling.

If radio practitioners are to tap social media, he advises them to tell stories using the classic dramatic arc. “This starts from introducing, setting up or exposing a character, place or situation, then to presenting a crisis or a confrontation, followed by a climax and a resolution”, he said.

Mr Liss suggested that if a radio station produces a talk show, it should post the show’s topic onto Facebook not only to publicise and promote it, but also to see what happens in generating comments and feedback. It must also identify the participants in this engagement.

“One can find interesting people with interesting ideas and comments on the talk show topic. They can be invited and



interviewed on the air. If a topic doesn’t generate much engagement and dies, let it be and drop the topic, but ensure you have an alternative topic for discussion”, he said.

In using Facebook, Mr Liss offers radio practitioners a set of strategies, namely:

- know your market and what competitors do with social media
- know your brand – what do you do and what you do not do?
- tryout on Facebook; be proactive

- learn Facebook analytics
- develop a feel for what works on radio – and see how a piece works.
- take users or listeners, fans seriously.
- create human connection as a brand; you’re radio.
- dare to explore. don’t be afraid to try anything on Facebook

Mr Anders Held, Co-founder and Manager, Radio Days Europe, Sweden opened the workshop, highlighting the many advantages of radio in telling good stories.



Good Storytelling through Mobile Journalism



Twenty-five delegates from ten countries in Asia-Pacific and Africa joined the AIBD/Thomson Foundation regional workshop on mobile journalism, a new media tool for storytelling that allows reporters to use mobile phones with network connectivity in gathering, editing and distributing news.

Ms Deborah Kelly, Head of Training and Communications, Thomson Foundation, conducted the workshop that covered topics on the basics of mobile journalism,

composition, filming on mobiles, getting the best sound, planning and sharing content.

The one-day workshop is a pre-summit event to the Asia Media Summit 2018 held in New Delhi, India on 9 May 2018.

A former journalist of BBC and Aljazeera, and ITV News, Ms Kelly said the mobile phone is increasingly becoming an effective tool for journalists because it works quickly across various platforms.

It doesn't replace the VCRs, but supplements efforts of journalists to tell good stories in a different way.

"But more than the tool or technology, what's critical is still telling good stories to audiences", she said.

The basic kit for mobile journalism will cover a tripod, special lab microphone you can clip on, headphone, and holder you can put camera in and out.

Aside from being a portable equipment, the mobile phone can be used in places and ways the VCR cameras cannot do. It can provide extreme close-up.

In her presentation, she said both smart-phone operating systems, IOS and Androids, are excellent. They have far more in common than what divides them, but there are some important differences.

IOS is a close system that has been a more lucrative platform for App developers, providing stability in various platforms while in Androids developers are having a hard time to build Apps.

Ms Kelly also said Androids is more affordable than Apple's IOS, and offers better cameras.

Whether you have the IOS or Androids, "the key thing is really storytelling, producing high quality shots in terms of images, photography, good composition, and good sequencing of the pictures", Ms Kelly pointed out.





Mobile Journalism Becoming More Mainstream

More practitioners in mainstream media are exploring mobile journalism to generate content for their various news platforms.

“The use of smartphones is becoming popular because journalists can go to the field and get stories quickly. It’s an effective tool that can work across all platforms”, says Ms Deborah Kelly, Head of Training and Communications, Thomson Foundation, and a former journalist of BBC and Aljazeera, and ITV News.

She said proof of its popularity can be seen from Thomson Foundation’s competition for mobile journalists launched in 2016. Entries have increased from 30 during that year to 80 entries in 2017. The competition in 2018 has generated 140 entries.

She added that ABC, Aljazeera and BuzzFeed are increasingly using smartphones to produce content for their platforms.

In an interview with the Broadcaster, Ms Kelly offered some guidelines for effective mobile journalism. One is simplification. She said journalists should not think too much about the gadget; they should



focus more on how to tell stories through the mobile phone.

And two, all rules of journalism apply. She said the demands of accuracy, objectivity, fairness and balance should be practised, among others.

She also cited the many advantages of using smartphones for journalism.

“Mobile journalism can tap different kinds of phones like IOS and androids, using basic systems and producing effective reports”, she said.

“Smartphones are cheaper than broad-

cast cameras, and far more personal and intimate like radio. They are highly portable and allow you to go places and shoot in a different style”, she said.

She added that more people can have access to smartphones, giving them a voice that can be delivered in both mainstream and new media platforms.

But there are disadvantages too, she stressed, in using smartphones. Among them, the dependence on high-quality smartphones to produce good pictures, and reliance on app developers to create something that can work on your system.

“When you’re on the field, it can be difficult to be alone to shoot materials. However, the advantages far outweigh the disadvantages”, she said.

Ms Kelly conducted the AIBD/Thomson Foundation regional workshop on mobile journalism, a new media tool for storytelling that allows reporters to use mobile phones with network connectivity in gathering, editing and distributing news.

Twenty-five delegates from ten countries in Asia-Pacific and Africa attended the workshop held on the sidelines of the Asia Media Summit 2018 in New Delhi, India.



Tapping Mobile Journalism for Impactful Stories

By **Nabeel Tirmazi**
AIBD Programme Manager



The in-country workshop on Mobile Journalism (MoJo) organised by AIBD in collaboration with Radio Television Brunei (RTB) was held in Bandar Seri Begawan, Darussalam Brunei from 28 to 31 March 2018.

The workshop was designed specifically for the media practitioners associated with programming, reporting and the new media. Twenty-four participants from RTB attended the workshop.

The initial session of the first day of workshop covered the theories of mobile journalism, including the history, evolution and current trends in MoJo. It also discussed the potential of Web 3.0 and future newsroom workflow engaging the mobile reporters. A small session on integrating citizen journalists into the mainstream media was also held.

The later session included the introduction of the gears and third-party apps essential for effective mobile journalistic approach. The day ended with discussions on the journalistic workflow from pre-production to post-production and publishing of the news and reports done through smartphones only.

Day two started with the session on contemporary storytelling techniques which lead the participants to field assignments. The participants were assigned to shoot small news reports from their smartphones on the economy, tourism, food and recent developments in the country. The day ended with a session on video editing through mobile phones.

While the first two days focused on the theories and practical approaches towards mobile journalism, Day three cov-

ered sessions related to advanced editing, the integrative workflow of smartphones with laptops for such kind of projects, utilising the power of captioning, overlay graphics, and finally the publishing of the material on social media especially broadcasting their footages live.

Participants also worked on practical case studies and assignments during the three-day workshop which were presented at the closing ceremony.

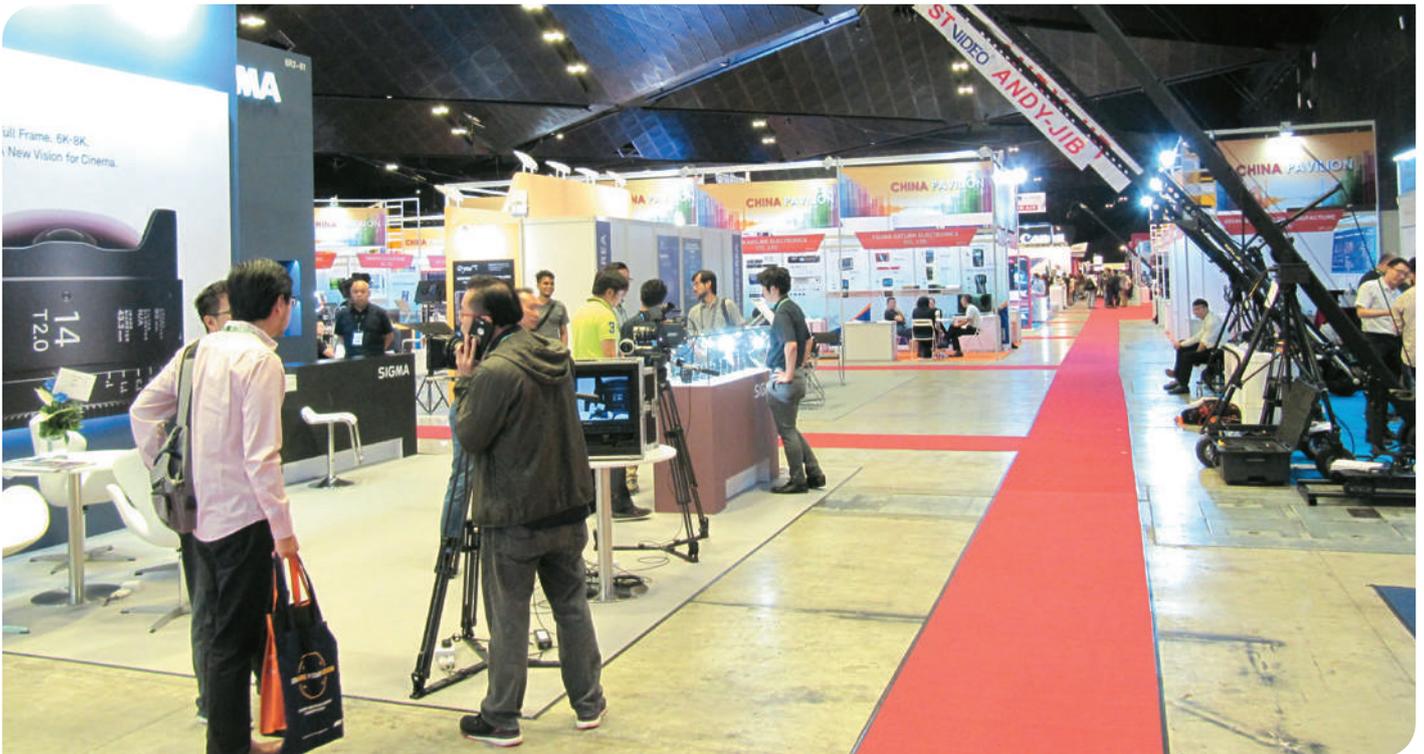
Mr Haji Azman Bin Haji Abdul Rahim, Acting Director of RTB, addressed the closing ceremony. He said that RTB is focusing a lot on building audience's awareness towards the contemporary challenges of society. He added that mobile journalism is one approach to highlight those stories on more grass root level with high impact. He wished that participants will create impactful stories by utilising the skills of mobile journalism and as a broadcaster, contribute positively towards a better society.

Mr Nabeel Tirmazi, course consultant, said that mobile journalism is not only meant for active broadcasters only, rather everyone should be learning this skill because it is human nature to have the craving to tell stories. He stressed that the most important thing is that stories generated by such approach requires responsibility, ethical value and relevance.



ConnecTechAsia 2018: Converging Technology, Ideas and Business in Asia and Beyond

By **Utpal Kanti Mandal**
Programme Manager-Broadcast Engineer



Technological innovation represents one of the key drivers of long-term economic growth. As the world becomes increasingly connected through technology – nations, economies, and enterprises are being digitally transformed and setting new benchmarks ubiquitously. In the face of disruption, the ability to innovate and evolve therefore becomes a critical ingredient for successful transformation in Asia.

ConnecTechAsia, the brand new umbrella event encompassing BroadcastAsia CommunicAsia, and the new NXTAsia, was held from 26-28 June, 2018 at Suntec and Marina Bay Sands Singapore

where technology, ideas and business converged. It has become a very important business platform in Asia covering the entire spectrum of communication, broadcast, and enterprise technology and services catering to the needs of the industry in Asia and beyond.

More than 50,000 visitors, speakers and exhibitors from more than 100 countries attended the technology summit. It was a place to experience the future through a plethora of experiential programmes, including the high-level summit, technological showcases and complimentary value-added activities on the show floor.

BroadcastAsia is Asia's must-attend international event for the pro-audio, film, digital media and broadcasting industries and to be connected to the industry's who's who. They are creating new value and reshaping the broadcast value chain.

CommunicAsia is recognised as Asia's most established and relevant international ICT industry event for the telecommunications sector. The edition of 2018 revealed a refreshed and more focused identity for ICT companies in Asia to evolve and maintain a competitive edge in the communications and digital world.

NXTAsia launched as Asia's definitive



showcase for specialised solutions that can help enterprises in their digital transformation journey, spotlighted the latest emerging technologies including the Augmented Reality, Big Data, Internet of Things (IoT), Cybersecurity, Cloud Computing, and more.

To keep pace with the technological advancements and innovation and help promote the Institutes' activities, AIBD participated in the newly created ConneCTechAsia and set up a booth at Broadcast Asia 2018 in Suntec Singapore. The AIBD booth displayed posters and buntings to attract visitors. Mr. Utpal Kanti Mandal, Programme Manager-Broadcast Engineer, handled the AIBD booth and some conference sessions. He met the delegates and exhibitors at the AIBD booth and at the exhibition hall. The Institute's quarterly magazine Broadcaster, research journal AAMR, proceedings of AMS – 2017 and other

AIBD publications were made available to the visitors at the booth. While the focus of the exhibitors was more on display of technical equipment at the exhibition hall, AIBD received a good response from delegates and other interested parties who paid the AIBD booth a visit. The walk-in visitors at the AIBD booth collected information on the institute. Mr Utpal explained to the visitors AIBD's functions and training activities.

Delegates from AIBD member organisations acknowledged the strength of AIBD in executing quality workshops, conferences and effective trainings. Mr Utpal met the potential conference speakers and top executives of media organisations in exhibition halls. Among them were Dr. Peter Siebert, Executive Director, DVB Project Office Geneva; Mr Stanley Chang, Regional Manager, Exterity – Singapore; Mr. Jean-Christian Martin-Garrin, CEO Noovo Technology Inc.; and Mr Adnan Jamil-Mir of Microsoft, UK.

During the exhibition, Mr. Utpal also met Mr Calvin Koh, Assistant Project Director and Ms Elyn Lee, Project Executive from United Business Media Ltd. (UBM), the organiser of the ConneCTechAsia and discussed about future project plans. Mr Calvin on behalf of UBM expressed his interest to partner with AIBD next year and beyond in a more effective manner. He thanked AIBD for its support and participation. Mr Utpal conveyed the Institute's sincere gratitude to Mr Kelvin and UBM team for extending a warm welcome to AIBD in the exhibition and for providing all out support. In totality, the participation of AIBD in ConneCTechAsia and as exhibitor in Broadcast Asia - 2018 was effective and fruitful.



Doing Good to Others through the AIBD World TV Awards

Mr Jayson Bernard Santos, winner of the AIBD World TV Awards 2016 under the Humanity category, is no ordinary documentary maker. He makes sure his award matters by sharing the Awards' prize money to the subjects of his winning documentary.

Mr Jayson Bernard Santos (in spectacles) joins a meal break with the family of Mark, a small-scale miner in Camarines Norte, around 200 kilometers from Manila, capital of the Philippines.

His winning entry for the Best TV Documentary on "Promoting Children's Rights, was titled" "Reel Time: The Price of Gold", broadcast by GMA Network, Inc Philippines. It focuses on the lives of those working in small scale mines in the Philippines, particularly minors who suffer from moments of fear that they will drown, fall and die from the pit of small-scale gold mines.

"After we received the prize money from AIBD World TV Awards in 2016, I went back to our subjects from Jose Pangani-ban, Camarines Norte to give them capital for livelihood and education of the children who used to do underground mining in the province," Mr Santos told the Broadcaster on the sidelines of the Asia Media Summit in New Delhi, India on 10 May 2018.

He said that Ardin, the eldest among the subjects, now works for a local hotel after finishing vocational course in hotel management. Romnick, after he stopped schooling for a year, recently enrolled in junior high school using the money he received from the programme. The family of the documentary's youngest subject



Mark, bought livestock and have some minor repairs in their home made. Mark is still in school.

Ardin's mother manages a neighbourhood sundry store in Camarines Norte province.

The Philippines has among the largest gold deposits in the world. An estimated 200,000 to 300,000 miners risk their lives in working in small-scale mines all over the archipelago. Eighteen thousand of them are minors.

The mining site in Camarines Norte province

Mr Santos, director and producer of the winning documentary, said " small-scale mining is a demon that repeatedly rears its ugly head, dropping shortly below the radar, but surfacing once more with ever terrifying dimensions".

He added that small-scale mining in the Philippines produces more than US\$10 billion worth of gold every year. Some of them are exported to wealthy countries such as the US, China and Japan.

"Most people will never know whose blood and sweat went into producing the gold that adores their bodies", he said.

A year after the documentary was filmed, the mining sites were removed by the local government and mining was permanently banned.

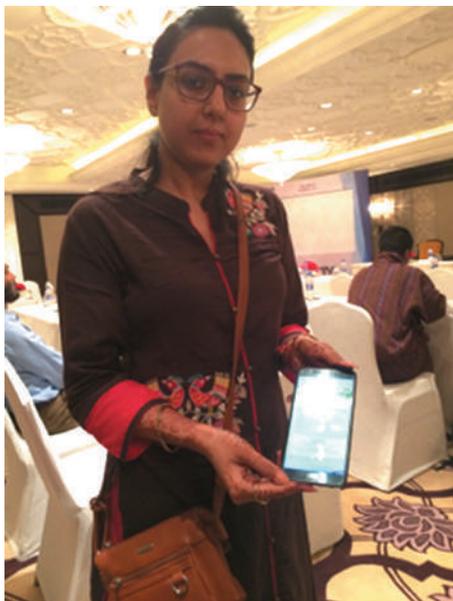
The award winning piece also won recognitions from the New York Festivals, Shanghai TV Festival, La Salle Scholarum Awards, and URTI Grand Prix for Author's Documentary.

Here is the link to the full documentary:
<https://www.youtube.com/watch?v=YtwjT1QqnFo>

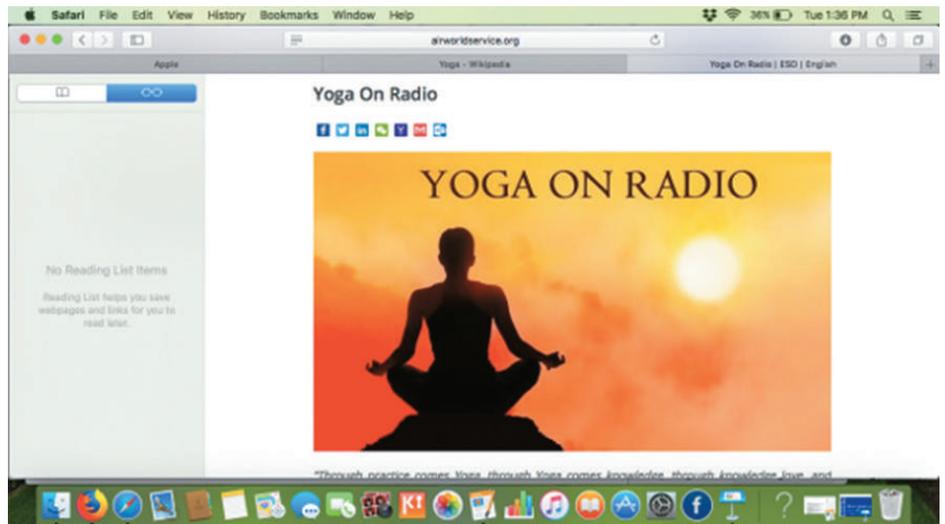
Yoga on Radio

Yoga, the science of exercise and healing, is an ancient cultural heritage of India. Its popularity remains in the country, and All India Radio has tapped this advantage by producing a radio programme series entitled Yoga on Radio.

Produced by Ms Meenakshi Mund of all India Radio, External Services, Yoga on Radio features various arsenals or postures that are described by Yoga experts and their narratives communicated by voice experts.



Ms Meenakshi Mund of all India Radio, External Services, shows website of Yoga on Radio on her mobile phone.



In an interview with the Broadcaster, Ms Meenakshi Mund said the programme was launched in April 2018. Despite Yoga being a hot topic in India, she said no radio organisation has attempted to produce a programme on Yoga the way All India Radio has done.

The programme's content covers 34 postures like Kapalabhati (an exercise to purify the lungs), Anulom-Vilom (breathing exercise), and Titliasana (exercise for the legs and knees), among others.

Yoga is a holistic practice which emphasizes mind-body connectedness and involves postures, breathing, and meditation.

She said the programme helps audiences

learn, practice and master the art of Yoga through vivid description of various postures for the first time ever on radio.

It is uploaded on its website. "We want to get feedback from our audiences through this platform. We are also producing podcasts to gain more audiences", she said.

Ms Meenakshi Mund shared some of her strategies to come out with an effective radio programme on Yoga. She said the voice that narrates the postures must be soothing and convincing.

"We also include music to sync with the narration as well as soundbites of Yoga experts", she said.

The show is informative, providing the benefits and precautions in doing the postures. But she said such information must be "given in a compact way, understandable to ordinary people by using simple words".

Ms Meenakshi Mund was one of the participants in the Masterclass on Storytelling, Principles, Methods and Aims as a pre-summit activity to the Asia Media Summit 2018 held in New Delhi in May 2018.



Values and Principles of the Pacific Dwellers

By **Ronyl Narayan**
Senior Information Officer,
Ministry of Information, Fiji

Pacific islands nations, especially our people are no stranger to the world. Located within the waves of the largest ocean on the face of the planet earth, Pacific Island nations and our people are unique in our own ways and have played a meaningful part towards the global development agenda.

From one of the most prominent climate change advocates and the former President of Kiribati, Anote Tong, to the current President of the United Nations Conference of Parties (COP 23) President and current Fijian Prime Minister, Rear Admiral Retired Voreqe Bainimarama, to our rugby or football teams, we all have punched above our weight on the global arena to contribute to a cause. For tiny island nations whose shores and lands are getting submerged by the rising sea levels every day, where challenges are many, opportunities are little less compared to the developed nations, Pacific Island nations have risen above the challenge. We have taken every challenge thrown at us with grace and have turned our limitations into opportunities.

How are we, Pacific Islanders, able to rise up to all the challenges, against all odds?

This is purely because of the staunch values and principles we have back home that drive us to our cause and motivate us to punch above our weight and go beyond what we see.

Values in the Pacific can be defined or seen in the smallest of the things we do every day. Be it conversations with a person, our normal day job, playing rugby or football in the dusty parks of the village, our humbleness is reflected in our everyday lives. It is rooted deep within our mindset on the need to reflect our very own values on a day to day basis. A publication by New Zealand-based

Community Support Services has thoroughly identified a number of values and principles of the Pacific dwellers.

It is said that charity begins at home. In the Pacific, especially in Fiji, we consider our home as our first school with our parents being our first teachers. Our values and principles begin at home where respect is bestowed amongst every member of the family. Research by the Community Support Services has wonderfully described what values are to the Pacific people.

Family values teach us that every person belongs to a family and every family belongs to a person. This brings identity and belonging. Ancestry and a sense of place involve a kinship with what and who has gone before.

For many Pacific people, it is important to create and maintain good relationships within the family, and beyond to other families, friends and community. Ancestry and sense of place involves a kinship with what and who has gone before. Healthy and strong families are the basis of individual and community well-being. Socially cohesive societies tend to produce healthier members, and Pacific people demonstrate higher levels of social connectedness, with strong participation in church life and volunteering.

• **Communitarianism:** a sense of community. Teamwork, consultation and co-operation with all members striving to work together to achieve common goals through a consensual approach. A consensual approach is taken in the decision-making process, seeking input and views from the wider community to get the agreement of all the people concerned. It is important for support workers to acknowledge, understand and respect that Pacific people value a collective and commu-

nal approach rather than an individual one, for the person being supported.

- **Reciprocity:** acknowledging the value of relationship and obligation of care between individuals and groups interacting for a shared purpose. Mutual help and interdependence are viewed as more effective than individualism. Reciprocity is the basis for maintaining balance and harmony through 'give and take' (reciprocal) obligations, honesty in all things and the exchange of gifts or goods and services. Pacific people mutually help and support each other through the contribution of money, time, people and things that are needed.
- **Respect:** an expected behaviour, including respect towards elders, parents, women, children and people in positions of authority. Respect includes keeping face, acknowledging someone's status and observing proper etiquette. Observing the correct etiquette or 'way of doing things' is an important aspect of respect and maintaining dignity. This includes both the formal, solemn processes that Pacific people observe when meeting and interacting with others, as well as a sense of individual poise and pride.
- An emphasis on spirituality and religious practices, and customs and protocols. These will have developed over time, and are the traditional or 'right' way or the accepted ways of doing things.

Fiji is named as one of the happiest countries in the world where people are filled with Bula smiles and warm hospitality. If you have ever visited Fiji or planning to in future, you would know the true extent of its warm reception.

What makes us the friendliest people on earth? The answer is simple, it is only due to our values and traditional ideologies that makes Fiji, the way the world should

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Sustainable Development Stories: Accepting a Trust

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Since the colonial era, the stories often told of most Sub-Saharan Africa countries, Asia and the Pacific as well as the Caribbean were primarily subjective. I refer to such stories in this presentation as negative SWOC/T stories. They were stories of their sins and sicknesses, of wars, oddities and catastrophes. Africa was usually grotesquely painted as the Dark Continent. Granted that many Sub-Saharan African countries were slow in catching up with western civilisation, this pejorative perception of Africa does not in any way do justice to the vast opportunities and raw materials of the continent, the very reason for which the western imperialism nations invaded Africa to plunder our natural resources to feed their factories during the industrial revolution.

In telling stories about Africa as well as Asia therefore, we first need to interrogate the circumstances of their contemporary evolution before using the Western standard, the Euro-America lens and depressing media portrayal. We need to change the negative and depressing narratives about our continents to ones that will speedily facilitate sustainable development in Africa and Asia. We need to accept that telling good stories of ourselves is a TRUST that must not be betrayed if we care much about sustainable development for the sake of future generation.

In this context, we need to raise a dozen questions germane to achieving success

and sustainable development in our reform projects. These questions underline the nature, relevance and depth of the sustainable development stories mass media should feature about countries of sub-Saharan Africa, Asia and the Pacific Rim.

The Important Questions

The first question here is: **What public concerns, issues and problems must INSPIRE our governments in Africa and Asia to commit themselves to an aggressive drive for sustainable development?** The post-independence experiences at policy and reform projects in many African countries suggest that they are almost always responding to crises as the structure and forms of governments that have dominated her history have largely being dictated by emergencies and political misadventures. Therefore, our public policies and programmes, even if they were genuine, were not enduring. Today, many of our countries are certainly in emergency, in terms of development aspirations. The logic here is if emergency management has not yielded sustainable development for Africa, governments in the continent must return to long-term and long range planning that will assure enduring transformation and development for their citizens. Consequently, for every reform project, African countries must draw inspiration from countries with similar national experiences and best practices in governance.



As public service media, the stories we tell of our continents must pungently ask: **What policies must we INITIATE to leapfrog all the countries into the league of the developed nations with commendable human development indices?** Despite huge investment in several social capital projects on the continent since the political independence of many of our countries, especially since the 1960s, much parts of the continent still lacked essential amenities that will qualify the governments as committed to development. So, at any point in time and in every situation, our concern must be delivering policies and programmes that ensure the greatest good for the greatest number of people, with least compliance lethargy. Health, housing, public transportation, waste management and environmental protection, gender balance, basic education and economic empowerment must be dominant in our content and themes. Therefore, in the stories we tell, we must be interested in the likely responses to reform initiatives by employing all rational and behavioural analytic tools in our predictions on outcomes of programmes and projects designed to address the development challenges identified.

We must also with our stories ask: **Who must we INVOLVE?** Critical to the success of any reform project is the support and legitimacy of all stakeholders and interest groups, beneficiaries or victims. Without consultation, engagement and collaboration with those to be affected, programmes and reform initiatives are justifiably misconstrued, opposed and rejected or they suffer apathy and indifference even from the intended beneficiaries.

Our Sustainable development stories must also probe **what policy framework must we INSTITUTE in our development policy formulation and implementation processes?** In consideration of reform initiatives, experts and officials are always bordered by how well or how soon a programme will yield the desired dividends. Such result is measured by the efficiency, effectiveness, economy and the impact of the tools and strategies adopted in the implementation process to push through the reform project. Since most reforms are bitter, painful and unusual, they are necessarily prone to rejection. Therefore, the framework that is best suited to preventing policy shock and glut is one that gives room for learning, coping and adjustment by those likely to be affected and those implementing the policies.

Again, we must ask a cogent question on **who our governments in Africa must INSPIRE.** Our governments must inspire or mobilise the entire citizenry in various countries by the quality of leadership provided. To inspire or mobilise the citizenry towards sustainable development goals and objectives, they must be visionary, responsive and transformational. It must project all the elements of good governance. In practical terms therefore, the governments must inspire in the citizenry the readiness for trust, partnership and collaboration through the services they provide, the incentives and opportunities they create for the stimulation of growth, real employment and productivity. Furthermore, they must

inspire the entire citizenry through the cost, sacrifices and denials seen in leaders of the government or the elected representatives. Those visible incentives, sacrifices and denials which ultimately result in savings for the citizens are the stories that the mass media must tell. So, there must be fidelity on the part of the mass media to this function of mobilisation.

This leads to the leading to the next question about utilisation, maintenance and management of those physical and human capital that are national assets. Without an appreciation of culture of protection, conservation and continuous investment of national assets and resources, quality assurance, measurement or evaluation and improvement of the processes of delivering public goods and services, public investment in them will only be fragmental, misaligned and wasteful. The nation must prevent the mistakes of the past in our culture of public management. These are the themes that sustainable development stories must constantly interrogate.

Such stories must also answer such question as: **Who must we INVITE?** That is who are those that will partner or even compete with the government in the delivery of these essentials of life that are needed to assure good quality of life that are contained in the Sustainable Development Goals that nations of the world, particularly the poor ones agreed to pursue. The reality of public management and provision of public goods and services suggests that big government is no longer suitable to achieving handsome results as governments in Africa cannot do all alone. They need credible partners and collaborators, including foreign direct investors, operators in the private sector and non-governmental organisations with experience and the financial muscle. Therefore, the option for our government is to relinquish those areas of less national strategic importance and seek partnership and collabora-

tion with private sector providers and direct foreign investors who have requisite expertise and financial strength. But their stake in the national economy must transcend profit but include a commitment to national growth and development. They must have qualitative public value to deliver to the nation through their involvement in the local economy. Our stories must reflect how to get such partners and monitor the quality of their performance. The stories we tell must promote investigate the credibility of such partners to ensure that they are actually what they claim to be, and not opportunists.

Our stories must also deal with the question of **what we must INCREASE.** This question relates to what we produce with our human capital assets and in which areas we have comparative advantage. Our experts and technocrats in various analyses presented facts that clearly suggest that even though we are classified among the oil-rich nations, we are still oil-impooverished per capita when compared with many other OPEC members whose production capacity outweighs ours in spite of their lesser population. A resource whose production process, distribution and marketing does not engage a substantial percentage of our population and does not guarantee us much comparative advantage in the world economy cannot be said to be in our ultimate interest.

Our stories must therefore explore the theme of diversification of the national economy in such ways that the bigger opportunities that abound in every part of the country become open to all citizens. The successes of Economic Recovery and Growth Plan (ERGP) of the Nigerian government is a clear case study of the type of stories mass media must mainstream in telling our stories of sustainable development.

So **what must we IMPORT?** Collectively, we have to reach an understanding that our

imports must be those things that grow and add real value to our capacity rather than being dependent on others for everything through the stories we tell. Our stories must encourage us to moderate the consumption of what is not produced locally. They must therefore lead us to be disciplined on what we must INHIBIT or restrict and why we must restrict them. Our governments must discourage commodities and items that prevent the growth of our local industries. But they must also explain what incentives and subsidies we must introduce in sectors that are not immediately profitable or attractive to local entrepreneurs who need to be protected. So, the media is critically important in explaining or telling such stories that will assist making correct choices in what we import or restrict as well as seek cogent ways of regulating economic activities whose engagement will jeopardise the needs of the future generation. The public mass media.

Similarly, we need to ask, **what must we INVENT or INNOVATE?** We must be sensitive to the two demands of inspiring research and development and growing our local industry. So, our government and the mass media through the stories we tell must encourage invention, investment and patronage of technologies appropriate for our development stage.

Furthermore, we must raise issues on **what we must IMPROVE.** In any reform initiative, it is inevitable that that some vulnerabilities and negative externalities will arise. They are the price we must pay if reform must be impactful. We must therefore improve on our social security deliverables to mitigate the impact of reforms and widen the arena of dialogue and communication to imbue trust and confidence that the evidently harsh and painful decision is temporary. In this

regard, the mass media must offer hope and not heighten the desperation of the citizens. In the stories we tell, we must open windows of opportunities for alternatives and reliefs.

Now, in **what must we INVEST?** The answer is in everyday discourse, but which we have been rather slow to address as we engage in conspicuous consumption while enhancing productivity and improving employment in other countries. We must necessarily invest in infrastructure and human capacity development for us to be competitive in today's knowledge economy.

The Pertinent Answers

In specific terms therefore, the following are pertinent in the way we tell our stories, not only in Africa but also in other countries pursuing or implementing policies on sustainable development as enunciated in the 17 SDGs. Our stories must:

- i. Assure fidelity to policy, plans and programmes for enunciated in the 17 UN SDGs.
- ii. Stimulate productivity in industry and economy of Africa, Asia Pacific and the Caribbean nations at whom the SDGs are principally targeted.
- iii. Mainstream peace and nation-building/conflict resolution; pluralism, diversity & inclusiveness in the continents that are mostly victims of political, ethnic/racial and religious crises which stultify development.
- iv. Encourage participation in governance as there is a usually a wide gap between governing elites and the common citizens.
- v. Monitor provision of critical social infrastructure that are being provided in the transformation projects of the SDGs.

- vi. Engender partnership and collaboration for development not only among internal stakeholders but also with UN institutions, international agencies and NGOs committed to the success of the SDGs
- vii. Advocate protection of the environment through responsible use of resources
- viii. Promote positive values, ethical Practices and Integrity in Public Management and Leadership
- ix. Serve as performance measurement mechanism
- x. Assist in prioritisation of public needs
- xi. Use platforms for provision of policy choices and determination of alternatives.
- xiii. Sensitise public interest in issues of sustainable development through publicity of achievements and progress reports.

Certainly, we must tell stories that will increase our chances in achieving the goals and objectives of development as enunciated by the UN in the 17 SDGs in the issues we frame, the themes we focus on and the choices we consider or mainstream in the media production processes, the talents and opportunities we unveil in our programmes and publications, the courage and commitment we demonstrate in the feature or coverage of the critical infrastructure needed to fast track development: We must tell stories celebrating our creativity, showcasing our investments in human capital or talents and promoting our cultural heritage, not ones that demonise our values, traditions, rites, symbols and practices. This I believe is the way we should tell our stories to advance sustainable development in Africa, Asia and More.

AIBD New Appointments New Leaders

New Secretary of the Ministry of Information, Government of Bangladesh Mr Abdul Malek



Mr Abdul Malek is Bangladesh' new Secretary of the Ministry of Information, Government of Bangladesh. He joined the Ministry on 18 March 2018.

He has a long and illustrious career in the civil service covering a diversified experience of working both at field and policy levels. He worked in different positions of field administration in Bogra, Sirajgonj, Rajshahi, Jamalpur, Mymensingh, Rangpur, Magura and Khulna Districts. He served as Deputy Commissioner and District Magistrate of Comilla District.

His experience covered working for the Ministry of Public Administration, Ministry of Textiles and Jute, Bureau of Anti-Corruption, Ministry of Labour & Employment and Ministry of Land.

He previously worked for the Local Government Division as Joint Secretary, Additional Secretary and later on as Secretary. He served as Private Secretary-1 to Prime Minister Sheikh Hasina.

Mr Malek obtained his BSS (Honours) and MSS in Public Administration from Dhaka University. He also completed an LLB Degree. He also participated in courses and seminars at different renowned international institutes like The Hague Institute of Local Governance, George Washington Institute of Public Policy, Harvard Kennedy School, and Duke University of North Carolina, long others.

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Values and Principles of the Pacific Dwellers

be. Our values back in Fiji start right from our home and further moulded in the churches and schools. We in Fiji are taught the basics of humanity, that is to love and respect each other, to appreciate each other's efforts and presence, to lend a helping hand to the one in need. Our parents and elders in the family and the society, our church leaders as well as our peers play a huge role in inculcating values and traditions in us.

While Fiji is proud about its staunch traditions and values, it is not immune to the impacts of globalisation where the very foundations of our ideologies have been tested time and again.

For an island nation that is punching above its weight on the international front, whose more than half of the population are youths, increased presence

of western culture is testing the strong foundation of our traditions and values.

While globalisation is bringing in wealth for my island home, the question really for us is how we are managing these influences to conserve our traditions and values. Media industry especially in the Pacific has a huge role to play when it comes to influencing traditional practices and values. Media industry's landscape is changing all over the world and Pacific islands nations are no exceptions. Western content is changing the mindsets of individuals especially the youth. While some influence are considered as education, entertainment content is what lures youths towards the western cultures, in the process forging their own traditions. Social media is another platform that is the catalyst for change in our norms. Facebook users in Fiji have increased by more than 2 folds since it started some years ago.

Amongst everything, our family stands strong in paving the way for the youth or their fellow members. Fiji is a nation where literacy rate is 93%. This means most of the parents now in Fiji have gone through the formal education system and have been part of the greater globalisation process. These parents have inculcated the need and importance of maintaining our values from their parents. The mindset has been created from a generation to generation.

Pacific's culture is unique and evolving. From the pre-colonial days until today, Pacific people are adopting to new style of living with new set of norms. In this evolving world, this will continue to change. The Pacific while it has changed drastically over the decades has stood tall to maintain its uniqueness. This is something that we as Pacific Islanders are proud of. We will continue to put up a holistic fight to preserve our cultures and traditions.

Sightseeing New Delhi

