

Broadcaster

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ASIA MEDIA SUMMIT 2019

12 - 14 June 2019
Siem Reap,
Kingdom of Cambodia

HOSTED BY:



ORGANISED BY:



Media Digitisation: Focusing on Developing Markets



Details of Plenary Sessions and
Pre-Summit Workshops inside: page 6



Also inside General Conference, Bhutan, 2019
CEO In-focus: page 18-19



contents

- 3 Editorial
- 4 Message from the Minister
- 5 16th AMS Pre-Summit Workshops
- 6 Pre-Summit Events
- 7 Plenary Sessions
- 8 Excursion Trip to Angkor Wat Complex for AMS Delegates
- 9 Judging Session of the World TV Awards 2019
- 10 World Earth Day Special: A Webinar Series – SDGs and Media
- 11 Registration Now Open for the Inaugural Radiodays Asia (RDA) 2019
- 12 45th Annual Gathering: 18th AIBD General Conference and Associated Meeting, 22nd-24th August 2019, Paro, Bhutan
- 13 AIBD TV & Radio Awards 2019
- 14 Community Radio Initiatives Recognised in UN WSIS Prizes 2019
- 15 Winning the 'Fake' War
- 16 'Make Sure Before You Share'
– An Interesting Way to Debunk Disinformation
- 17 Addressing Gender Bias in Media
- 18 Q&A with Phosy KEOMANIVONG, DG, Lao National Radio (LNR)
- 20 Media Sovereignty and the Quality of Life
- 22 PBC Conducts Election Coverage, Special Audience Programmes
- 23 PBA Offers Training Courses on Multimedia, Journalism, Media Technology and Production
- 25 Broadcasting in the Age of New Media Opportunities for Broadcasters
- 27 Marketing is All About Persuasive Storytelling
- 28 How Do We Know Which is Real or Fake News?
- 30 AIBD New Appointments / New Leaders
- 31 Some thoughts on AMS 2019

Countering Disinformation or 'Fake News' through Media Literacy

The spread and influence of fake news via traditional print and broadcast news media or online social media is a challenge that demands solutions from key media stakeholders.

Confronting fake news has become urgent because of its capacity to misinform or disinform. After all, its ill-effects are enormous.

As one article in this edition of the Broadcaster warned, "Fake news can destroy trust, damage learning culture, and create disorder if amplified and spread irresponsibly".

It is also a threat to media's credibility as an institution that informs, entertains, and educates, and to the capacity of audiences to better appreciate media's role in society.

More than the growing concern over fake news, what is even worrisome is the realisation that the public may not have the skills to separate quality information from false information.

AIBD has taken cognisance of this reality, hardly a new one. It will, no doubt, take centre stage in some of the discussions during the Asia Media Summit 2009 in Cambodia. In fact, the Institute is collaborating with UNESCO to examine the many dimensions of disinformation or fake news. It has set aside a plenary session and a pre-summit workshop on this topic.

This edition of the Broadcaster also presents the Institute's other programmes to deal with fake news. Among these were its collaboration with IPPTAR in hosting a one-day in-country workshop on "Fake News" in Kuala Lumpur on 11 April 2019, and the AIBD/NBT regional workshop on "Media's Role in Coping with Disinformation" held in Bangkok, Thailand from 2-4 April, 2019.

In these initiatives, participants realised that there is no one size fits all strategy to deal with the challenges of disinformation. This daunting task needs a comprehensive approach.

They also learned what fake news is and its effects on society, but also ways to address disinformation, among them, 'setting up

newsroom systems to ensure systematic monitoring, investigating and reporting on disinformation'; self-regulation with commitment by companies like Google, Facebook, Twitter; closure of fake accounts; transparency in political advertising; demonetisation of purveyors of disinformation; and identifying best practices.

An equally crucial part of that strategy should involve media literacy training.

This edition of the Broadcaster highlights a media literacy programme by South Korea's Community Media Foundation (CMF). This is the establishment of media centres in various regions that facilitate viewers' participation in broadcasting and promoting their own rights. Since its creation in 2005, the centres have contributed not only to increasing the accessibility to media, but also to improving media literacy of the public, communication skills through media, activating and expanding the public sphere as well.

Why Does Media Literacy Matter?

Media literacy teaches us the skills we need to navigate safely through the sea of images and messages-for all our lives. It also helps us understand where information comes from, whose interests may be or are being served, and how to find alternative views. Moreover, it helps create better informed viewers and listeners and reductive content contributors. It also enables citizens to critically engage in public discourse, and ultimately make informed decisions on issues that affect them.

In defining media literacy, UNESCO stresses what this can do, saying it is "the ability to 'interpret and make informed judgments as users of information and media, as well as to become skillful creators and producers of information and media messages in their own right".

As the U.S. based Centre for Media Literacy says, "media literacy does not mean 'don't watch (television);' it means 'watch carefully, think critically'. It also explains that "media 'bashing' is not media literacy, although media literacy involves criticizing the media".

Media literacy is about people empowerment. And AIBD will be in the forefront of promoting it to help contain the spread of fake news.



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H.E. Dr. Khieu Kanharith
Minister of Information, Kingdom of Cambodia

Message from H.E Dr. Khieu Kanharith Minister of Information, Kingdom of Cambodia

It is a great honour and pleasure for the Kingdom of Cambodia, especially, the Ministry of Information, to host the **16th Asia Media Summit (AMS)** to be held in Siem Reap, the Kingdom of Cambodia on 12th and 13th June, 2019 and its Pre-Summit Workshops on the 10th and 11th of June, 2019 in partnerships with Asia-Pacific Institute for Broadcasting Development (AIBD) as the credible and highly experienced Organizer.

The Asia Media Summit is one of the leading international broadcasting events that give the opportunities to broadcasters, media practitioners, industry leaders, academia, researchers, experts and media policy makers throughout the world to meet and discuss on how to develop media's quality during the times of stiff competition in technological revolution. The theme for AMS 2019 is '**Media Digitisation- Focusing on Developing Markets**'. The theme of this summit is very apt given the recent progress of adoption of new technologies by the Asia-Pacific media industry. Samdech Akka Moha Sena Padei Techo Hun Sen, Prime Minister of the Kingdom of Cambodia will be presiding the Inaugural Ceremony and deliver his keynote address.

At this very special occasion, on behalf of the Royal Government of Cambodia, the Ministry of Information and my own behalf, I would to invite Your Excellency, ladies and gentlemen from media and its relevant sectors to participate in the 16th Asia Media Summit 2019 as a very informative event and also enjoy the discovery of Siem Reap as a very beautiful and historical city, housing the best UNESCO World heritage site "Angkor Wat Temple" and the visit to CMAC's Peace Museum of Mine Action in Siem Reap.

I am looking forward to welcoming Your Excellency, ladies and gentlemen, and all delegates to our Kingdom. See you all at the 16th Asia Media Summit!

A handwritten signature in black ink, appearing to be 'Dr. Khieu Kanharith', written in a cursive style.

Dr. Khieu Kanharith
Minister of Information

16th AMS Pre-Summit Workshops

by **Nabeel Tirmazi**
Programme Manager, AIBD



AIBD officials with the Honorable Prime Minister of Cambodia

AIBD in collaboration with the Ministry of Information of Cambodia and its partners and other international organisations will hold the 16th Asia Media Summit (AMS) in Siem Reap, Cambodia from 10-14 June 2019.

The summit provides a platform for media practitioners in the region to exchange their ideas on the future of the broadcasting industry amid the fourth industrial revolution. Government officials, policy makers, broadcasters, scholars, and stakeholders of news and programming from the region will attend this conference.

The Asia Media Summit is one the biggest events of its kind in Asia, supported and partnered by almost all the regional and international broadcasting unions and associations.

It will conduct five pre-summit workshops for the broadcasters where they will discuss the upcoming technologies, trends and challenges related to the media industry.

AIBD Master Class on Leadership in the fourth industrial revolution will be conducted from 10th June to 11th June.

This Master Class will explore media management methodologies that will enable organisations to craft strategies for the future, where leadership is aligned around the shared view of this future for the industry and what it will require for their success.

For this year, AIBD has joined hands with UNESCO to analyse the challenges of disinformation (AKA fake news) which has taken the news industry by storm. Apart from one plenary session within AMS, there will be pre-summit workshop on this topic on 11 June. The workshop will give the participants some practical knowledge and skills on trends of disinformation and identifying them. Through this workshop they would be able to at least set up newsroom systems to ensure systematic monitoring, investigating and reporting on 'disinformation'.

The Summit will also hold side-line meetings by policy makers and decision makers of various media organisations.

Two pre-summit workshop will address the future technologies of broadcasting. Workshop on AR/VR will aim to enlighten broadcasters on the increased capabilities of AR, VR, MR & even XR technological applications in content creation and the immense economic benefits that can be derived. Workshop on trends in the 4K technology will highlight the production and distribution of 4K content and how the image quality can be enhanced with UHD cameras and production equipment. The experts will be talking on 4K-Full solution, for content, production, streaming / broadcasting and other display devices.

For content creators, AIBD will organise another workshop on 11th June to explore the various strategies in 360 direction to plan impactful, meaningful and saleable content. Successful case studies related to trans-media, co-productions, human development storytelling and interactive programming will be discussed in the workshop.

Follow all our Summit proceedings at #ams2019

PRE-SUMMIT EVENTS



EUR(O)VISION ACADEMY

OPERATED BY EBU

10 - 11 June:

Master Class on Leadership in the 4th Industrial Revolution

The need for qualification in management positions is immense, however this need for more training and knowledge gap is rarely included in the public, technology driven debate. It is obvious that, industrial processes and the attitudes of people are changing and being revolutionized. There is immense pressure to have leaders 'upgrade' their management competencies to reflect the 4th Industrial revolution.

This 2-day Master Class is for senior functional heads and staff from upper/middle management of organisation, which will explore advances and major developments within the media landscape and how these changes should be reflected in emerging the leadership model.



11th June

Combating Disinformation/Fake News

Disinformation or popularly known as fake news has taken the news industry by storm. The sheer impact of its spread and damage is unfathomable. Most of the journalists and news media in the developing world do not have the capacity and know-how to understand or uncover disinformation. When they themselves do not possess verification skills, either they succumb to wrong information or be late in doing the damage control. Therefore, there are a lot of concerns; threat to true journalism; image and the credibility of the mainstream media; threat to journalists; especially women journalists, government restrictions; and threat to democracy.



11th June

Trends in 4K Technology

The pre-summit workshop aims to provide broadcasters and other media professionals a clear understanding of the trends in 4K technology being implemented in producing high quality broadcasting contents and delivering them to the public. 4K Ultra High Definition Television (UHDTV) is a rapidly developing, emerging technology. Compared with existing high-definition and standard TV systems, 4K Ultra HD TV is a technical upgrade. Some broadcasters and producers of high value programmes are already taking advantage of the latest "UHD" equipment in the market. The workshop will provide overview of the production and distribution of 4K content and how the image quality has been enhanced with UHD cameras and production equipment. The experts would be talking on 4K-Full solution, for contents, production, streaming / broadcasting, display devices etc all.



11th June

Creating Impactful Content in Digital Era

The advent of broadcasting technologies related to distribution, monetization, preservation and larger eco-system for storytelling are challenging content creators to be more relevant globally and locally. Experts are now discussing the futuristic utilization of AI and data sciences in mainstream production flow. The viewership statistics of traditional media and new media is raising concerns for conventional broadcasters.



11th June

Impact of AR VR on Media

Augmented Reality (AR) and Virtual Reality (VR) are two emerging technologies that are revolutionizing several industries particularly broadcasting and media industry. These technologies provide a platform for a more enriching and engaging user experience through information and entertainment perspectives. These could particularly be more useful to the broadcasters both at the time of content creation and presentation to the users and audiences.

This workshop aims to enlighten broadcasters on the increased capabilities of AR, VR, MR & even XR technological applications in content creation and the immense economic benefits that can be derived.

Plenary Sessions

Plenary Session 1:

How We Can Adapt to Digital Revolution?

With the digital transformation in recent years, broadcast and media industry have become fiercely competitive. The session will discuss governmental policies and progress in the region for adoption of new technologies in both developed and the developing markets.

It will cover digital trends in the broadcast & media industry and share best practices on how media & entertainment organisations can survive, grow and engage audiences on being proactive to embrace right technology at the right time. The session will also shed light upon the current situations in developing markets as to adapting to those new technological possibilities. Policies on cooperation between the developed and the developing countries and industries will also be explored.

(Refer programme guide for speakers and moderator)

Plenary Session 2:

Envisioning the Media in the 4th Industrial Revolution

The Fourth Industrial Revolution (4IR) is shaping the future with the evolution of media technologies and strategies, which are revolutionising the broadcasting industry. What are the current trends in the integration of digital platforms, challenges to be audience-focused and opportunities for being contextual and ubiquitous for media broadcasters and how we can share our case studies to catch up with technological race and uplift the broadcasting standards?

(Refer programme guide for speakers and moderator)

Plenary Session 3:

Integration of Latest Technologies in Content Creation

Technological advancements continue to transform broadcast media industry and content creation techniques. Recent major sports coverages were done using both UHD-1 and with high frame rates (HFR) as well as High Dynamic Range (HDR) wide colour gamut (WCG). Media production organisations are deploying technologies to maximise the utilisation of production facilities. This session will address opportunities and challenges posed by AR, VR, UHD, HDR, HFR, WCG and IP in production.

(Refer programme guide for speakers and moderator)

Plenary Session 4:

Disinformation & New Media

Information is power and power is information. With social media, never has the flow of information been so fast and sharing information among people and constructing their own stories have become much easier and widespread. From the recent 'Yellow Vest' movement in France to the 'Arab Spring' in the middle-east, social media has helped commoners to voice their concerns.

While it has proved so useful for the media houses and journalists to get quick and easy access to information it has not come without challenges. But, how about 'misinformation' and 'disinformation', as experts very aptly say that if it is a news it shouldn't be fake and if it is fake it can't be news.

(Refer programme guide for speakers and moderator)

Plenary Session 5:

Monetisation in Traditional Media/New Media: Competing or Complementing?

Technology and media consumption behaviour is changing the economics of traditional broadcasters. New media has empowered the audience to control and customize media content and consume targeted advertisements. This growing trend has implications for advertising avoidance, resulting perhaps in a stiff competition between traditional broadcasting and new media.

Are traditional broadcasters accepting such changes in the media eco-world?

(Refer programme guide for speakers and moderator)

Plenary Session 6:

Technologies for Distribution of Media Contents

The age of technology is right here and significant progress is evident in delivering high bandwidth content. In 2020, satellite is likely to be used to deliver UHD-2 (8k or Hi-Vision) content of Tokyo Olympic coverage. Digital Terrestrial Television services are also making significant improvements in its delivery. ATSC 3.0 has been adopted in the Republic of Korea and North America. China is coming up with enhanced version of its DTMB and DVB introduced single illumination and DVB-I for online delivery. On the other hand, user interface (UI) is extremely important for audience to discover, interact and share to enhance their experience with content.

This Session will also emphasize on streaming services offered by various service providers like Netflix, iflix, iQiyi, Dimsum, Hulu etc. that allow customers to watch a wide variety of TV shows, movies, documentaries, and more on thousands of internet-connected devices.

(Refer programme guide for speakers and moderator)

Plenary Session 7:

Preserving our Time through Archives

With the drastic rise in content produced by both traditional and new media, it is necessary to preserve it for the future, along with the restoration of old archives as heritage. Digitisation has provided the scope to enhance the shelf life of the content and at the same time helping traditional broadcasters to create another channel for revenue generation.

(Refer programme guide for speakers and moderator)

Plenary Session 8:

CEO Roundtable: Digitisation, Media Credibility

Credibility of media content is essentially ascertained by referring to the source of information. With the intervention of new technologies and in the Fourth Industrial Revolution certain tools and techniques will not only enhance credibility but also assist with the technological aspects of digital media that can influence credibility judgements. How do media leaders view the relationship between revolutionary digital technology, content and credibility, so that their organisations remain relevant?

(Refer programme guide for speakers and moderator)



Excursion Trip to Angkor Wat Complex for AMS Delegates

by **Nabeel Tirmazi**
Programme Manager, AIBD

The city of Siem Reap is located in the northwest of Cambodia on the shores of Tonle Sap Lake, the greatest sweet water reserve in South East Asia. In recent years, the city has become one of the major tourist hubs in the region due to its historical significance, which dates back to year 802.

The city hosts one of the most sacred sites of the region, Angkor Wat Complex. Built by a succession of kings between

the 9th and 15th centuries, it contains hundreds of temples. Originally built as a Hindu temple dedicated to the god Vishnu, it was converted into a Buddhist temple in the 14th century, and statues of Buddha were added to its already rich artwork. The temple is the heart and soul of Cambodia and a source of fierce national pride. Unlike the other Angkor monuments, it was never abandoned to the elements and has been in virtually continuous use since it was built.

CMAC's Peace Museum of Mine Action is also one the significant tourist attractions

in Siem Reap. The site not only appeals to tourists, but also to researchers' as well studying and researching war history, and the effects of the war in Cambodia. The official host for the Asia Media Summit 2019, the Ministry of Information of the Kingdom of Cambodia, will be organising an excursion trip on Friday, 14 June 2019 to Angkor Wat temple and later to CMAC Peace Museum of Mine Action.

The excursion will be open for all delegates attending the conference and registering for excursion.

Judging Session of the World TV Awards 2019

by **Fathimath Leeza**
Programme Manager, AIBD



Led by the Chairperson of the World TV Awards for the past five years, Mr. John Maguire, three other jury members gathered in Kuala Lumpur for two days to judge the World TV Awards 2019. They were Munira Murad, Deputy Director of Sale and Marketing, Radio Television Malaysia, Rulhaizal bin Abd Rahman, Producer, Quality Control Section, Department of Broadcasting Malaysia, RTM, and Hakim Amir, freelance consultant and the former Assistant Vice President, Content Development, Strategy & Insights, Astro.

John Maguire, who is the Director of International Relations and Cooperation, France Médias Monde, said “apart from being technically up-to-date and contemporary, the main thing is to read the condition, read the criteria, read the description of what we would like, to win the prize and stick to it!”

“The one thing that surprised and pleased me is that they (content creators) have

gone the extra mile and did the actual leg work, and research on the particular subject related to their own environment, to their local situation, which is amazing because in trying meet the criteria set by the organisers they have looked at the case and looked at the stories from within their local environment,” said Hakim Amir.

Initiated in 2004, World TV Awards’ aim is to recognise the crucial role played by media in promoting the awareness of the audience on major issues such as cultural diversity, religious understanding, tolerance and peace, and highlight issues and achievements in the field of science and environment.

“It is important to have these kind of awards because it will give everyone access to high quality non-commercial programming that will enhance the quality of life,” said Munira Murad. Speaking from her vast experience with the public service media in Malaysia,

she further underlined the importance of having such spotlight on ‘non-commercial’ content.

There are two categories for the World TV Awards:

CATEGORY HUMANITY: The Best TV Documentary on Technology and Humanity – The Impact

CATEGORY SCIENCE / ENVIRONMENT: The Best TV Programme on Taming the Sea of Plastic

“The subject matter is the king, and secondly the documentary must have good and complete stories, they must have a confrontation and resolution. Thirdly, we look at how much creative and artistic elements in the content, directing, editing and especially the cinematography. And finally the programme must be able to pull the audience in.” Mr Rulhaizal explained what he looked for in a winning entry.

The winners and runners-up will be announced at the Award Ceremony during the closing of Asia Media Summit 2019 in Siem Reap, Cambodia on 13th June 2019.

There were entries from Bangladesh, Brunei, Fiji, Germany, Hong Kong, Kazakhstan, Korea, Maldives, Mauritius, Pakistan, Papua New Guinea, Singapore, Sri Lanka, Thailand and Vietnam.



World Earth Day Special: A Webinar Series – SDGs and Media

by **Nabeel Tirmazi**
Programme Manager, AIBD

International Mother Earth Day is celebrated worldwide on the 22nd of April to support the environmental protection and to recognize the saviours of mother nature. This year the theme is “protect our species” and has a focus on saving species, which are on the verge of extinction due to climate change, deforestation, pollution and illegal poaching.

AIBD has always advocated on highlighting human developmental issues with support of its members and partners. The Institute has been playing its role as a catalyst for the awareness of Sustainable Development goals (SDG Agenda 2030) through Asian-Pacific media.

For the past few years the Institute organised various regional and in-country workshops on climate change reporting, reporting in natural hazards, using the power of data to report and analyse the upcoming climatic threats and how to disseminate such information through the media in an impactful manner.

For the occasion, AIBD produced online presentations depicting how Asia-Pacific broadcasters are raising awareness to educate their audience to protect, preserve and help the environment for potential imminent threats.

Renowned Australian broadcaster, Ms Clare Arthurs, contributed her ideas on the significance of safety for environmental journalists and how to report such incidents. This presentation was a teaser to our upcoming workshops on the same subject.

Mr Janardan Bista, Environmental Journalist from Radio Nepal highlighted how Radio is aligned with government’s policy on environmental protection and how it is engaging its listeners to contribute towards the better future by

protecting the indigenous species of the country.

During the Asia Media Summit 2018 in India, AIBD organised a special session on sustainable development stories. Institute also streamed a couple of presentations to its social media followers and members on 22nd April 2019. In one of the presentations, Mr Jagganath Sharma, Head of News and Current Affairs of Bhutan Broadcasting Service (BBS) spoke on how the media in Bhutan is provoking its youth to contribute towards the environment and how various campaigns were backed by the government



and encouraged communities to help themselves for a clean environment.

Recipient of Padma Shri Award (India’s highest prestigious award), Dr R. Vasudevan presented how India is recycling its plastic wastes to build roads

[continued on page 12]

CLARE ARTHURS
(ENVIRONMENTAL JOURNALIST)

EARTH DAY 22 April 2019
AIBD

2019 THEME: PROTECT OUR SPECIES

Link: <http://bit.ly/2Gplkda>

CLIMATE CHANGE IMPACTS ON SPECIES IN NEPAL

- Global Climate Change has become a buzzword since 19th century when scientists identified the natural green house effects in the rise of the temperature of entire planet.
- Numerous studies since then has focused on how to save this planet from the adverse effects of Global climate change.

JANARDAN BISTA
(ENVIRONMENTAL JOURNALIST)

Link: <http://bit.ly/2Gz1wpd>

Registration Now Open for the Inaugural Radiodays Asia (RDA) 2019

By **Monica Phang**
Programme Manager, AIBD



Radiodays Asia (RDA) 2019 is the 'new' conference initiated by the team who produces Radiodays Europe (RDE). To be held at Hotel Istana in Kuala Lumpur, Malaysia on 27-28 August, RDA 2019 acts as a catalyst to share RDE's expertise and experiences by creating a professional and international meeting point for the radio and audio industry in the Asia-Pacific region.

RDE is the world's largest and leading international radio conference for both public and private radios with 1,600 participants from 600 countries and regions worldwide. RDA 2019 aspires to serve as a platform, akin to the RDE, to learn about international media trends, new technology, content development and business opportunities.

AIBD is a Premium Partner of RDA as a result of the spin-off and long established cooperation between AIBD

and RDE since 2013 in conducting the Asia Media Summit (AMS)'s pre-summit regional workshop on radio broadcasting.

AIBD, with 26 full members (countries) and 63 affiliate members having 81 radio stations in the Asia-Pacific region, looks forward earnestly to the advanced and innovative RDA 2019. It is expected to become an annual event upon the success of the inaugural session in 2019.

Radiodays Asia (RDA) is offering a special premium partner price of USD\$300 for all AIBD members, valid until the deadline on 1st of July.

Participants registering on the website <www.radiodaysasia.com> will need to use the discount code – "AIBD2RADIO" – CAPITAL LETTERS – to get the discounted price. Payment will be made by credit card online.

The Best Speakers from Asia & The Rest of the World!

"Speakers for Radiodays Asia will include the most knowledgeable and sought after international experts from the radio and audio industries, plus those from other fields such as digital trends, new business models and journalism. Concerted effort has been made to choose speakers who are innovative and inspirational on their chosen related-subject", said Mr Anders Held, Project Manager, Radiodays Asia.

The Format – 2 Days Dedicated to Radio in Asia!

Radiodays Asia will run over two days and will contain two parallel tracks to enable a wide spread of topics and more specialized sessions. Some sessions will be fast paced, with shorter presentations; others will be panels, keynotes and inspiring case studies.

Join the Exhibition to Promote your Business or Service in Asia

Radiodays Asia will offer commercial companies and service providers business opportunities. Different commercial packages will be offered and a professional exhibition organized. For further information on sponsorship or exhibition opportunities please contact: frederik@radiodaysasia.com

Radiodays Asia Testimonial Quotes from Premium Partners:

"AIBD is pleased to be a Premium Supporting Partner for Radiodays Asia, to be launched in 2019. I believe this will be a new and distinct platform for Radiodays Europe to embrace the Asia-Pacific region, and for the latter to learn about the advanced new trends in the radio and audio industry, as an enhancement of the successful cooperation between AIBD and Radiodays Europe in the framework of the Asia Media Summit when they joined hands in 2013. While the media landscape is being transformed in many ways, there are more challenges and opportunities for the sound media. AIBD hopes all its members can benefit from this high-calibre industry event and bring the radio and audio in Asia-Pacific to ever new heights", former AIBD Director, Mr Chang Jin.

"CRM is delighted to be a Premium Supporting Partner for Radiodays Asia, to be held in August 2019. A special thanks to Radiodays Europe for giving CRM the opportunity to co-host the first Radiodays Asia in Kuala Lumpur, Malaysia. I believe with such a diverse group of participants from Asia-Pacific region, this conference will be an important platform for us to engage and share experiences on emerging trends and challenges facing the radio and audio industry. We at CRM realise that consumers' media consumption habits are always changing and for that, we continue to embrace and evolve with these changes and coming up with new and exciting revolution in radio. It is our hope that Radiodays Asia will be an inspiring and thought provoking conference in 2019 where Asian broadcasters would benefit the most", Ozarizan Mohd Nor, President, CRM said

Here is the link for registration online:
<https://www.radiodaysasia.com/register-now>



Tshering Wangchuk
CEO, Bhutan Broadcasting Service

It is a great honor for Bhutan and the Bhutan Broadcasting Service Corporation (BBSC) to host the 2019 AIBD General Conference and Associated Meetings in the beautiful valley of Paro, Bhutan. This will be the biggest gathering of broadcasters and personalities who are associated with broadcasting in Bhutan until now.

The month of August is summer in Bhutan, and visitors will enjoy a blend of village and town lifestyles. The venue of the conference and the hotels are located in the vicinity of Paro town, and amidst paddy fields. This will present a unique opportunity for the participants to experience Bhutan at its best.

But what most guests find charming about Bhutan is the Bhutanese people, who are friendly and hospitable. Your insight on Bhutan will be more if you take time to talk to few people, both old and young. Further, do not hesitate to try the local cuisines. We will ensure that your stay in Bhutan is both safe and comfortable, and that it will be one of the most memorable chapters in your life. We at the BBSC are proud that the BBSC is the nodal agency to host the 2019 general conference and the associated meetings.

Tashi Delek!

Tshering Wangchuk
CEO, Bhutan Broadcasting Service

[continued from page 10]
International Mother Earth Day

and various other low cost infrastructure to achieve a clean and green country.

AIBD wishes that other members also contribute their stories that how their media is playing its part to help mother Earth.



Link: <http://bit.ly/2VfoIGW>



Link: <http://bit.ly/2DpFFyw>

Wishing all of our readers, a very happy International Mother Earth Day 2019.

AIBD TV & Radio Awards 2019

by **Nabeel Tirmazi**
Programme Manager, AIBD

The Asia-Pacific Institute for Broadcasting Development has launched the AIBD TV and Radio Awards 2019, providing its members and affiliates the opportunity to gain international recognition for their work.

This competition supports the Institute's mandate to work actively for the media development of Asia-Pacific region and to promote quality programming.

The details are as follows:

AIBD TV Award for the Best TV programme on:

Category 1: Best TV programme on: The Right to Education Means the Right to a Qualified Teacher

Roughly, 263 million children globally are out of school. While education is a basic human right, having a qualified teacher deserves equal importance.

According to recent UNESCO statistics, the world needs to recruit almost 69 million new teachers to reach the 2030 education goals on universal primary and secondary education.

This year the AIBD TV award is focusing on this theme to look at some successful case studies in bridging the qualified teachers' gap for not only general society but also for vulnerable populations such as children with disabilities, refugees, street children and poor children living in rural or the remote areas.

Category 2: Best TV programme on: The Sound of Silence

With 7.7 billion people on earth, there are roughly 6,500 languages. Considering the estimated population of 360 million deaf and dumb people, sign language should be the sixth most widely used language globally. Unfortunately, it is not. Due to inequalities in developing societies,

social gaps, lack of standards in special education and cultural generalisations, many deaf and dumb people cannot play their part of being a socially responsible citizen with their potential.

AIBD TV Awards will be focusing on the stories from the world with no sounds. The award will be looking at the positive context of Sign language and how it can cope with challenges in cultural diversity, economic pressures as well as social inclusion.

AIBD Radio Award and Reinhard Keune's Memorial Radio Award Best Radio Programme on:

Category 1: AIBD Radio Awards 2019: Rural Women: Tapping the Power Within

With the advent of technology and social media, communication has become a lot easier than before. Various humanitarian campaigns are initiated with the click of a mouse. However, the challenges of women living in rural and remote areas are still under-discussed around the world, especially where they don't have the basic resources to survive. Domestic abuse, slavery, trafficking, child marriages become far worse when combined with poverty and unheard.

AIBD Radio Awards are seeking voices of women activists from rural and remote areas, where they play a significant role not only to improve their own lives but other fellow unprivileged women around them, on their own without any external help.

Category 2: Reinhard Kuene's Memorial Award 2019: Vanishing Sounds:

Social scientists claim that music might have existed even before mankind had discovered its own voice. Every culture has its own form of music, as distinct and unique to its area as language and cuisine.



The timeline of the evolution of musical instruments can be considered parallel to the evolution of mankind itself. With the coming age of the 21st century, many musical instruments have been replaced and obsolete due to the digitisation of the music industry, thus losing the soul and essence of purity which music offers. However, there are still great musical instrumentalists trying to preserve and revive the old school of music, hoping to see better days.

Reinhard Kuene's Memorial Award 2019 is looking forward to receiving impactful stories on how traditional musicians are surviving and reviving the musical instruments in this age of digitized musical era.

"The Prize" for each award consists of US\$500.00 in cash, a trophy and a certificate presented by AIBD.

Winners and runners-up will be announced during the 45th Annual Gathering / 18th AIBD General Conference & Associated Meetings, to be hosted by Bhutan in August 2019.

Please note that producers can submit one programme per topic (limit of four submissions for the four topics) and the deadline for programme submission is 12 July 2019.

Please find the relevant information on criteria, regulations and application forms for the AIBD Television & Radio Awards 2019 on our website <http://www.aibd.org.my/aibdtv> and <http://www.aibd.org.my/aibdradio>.

For any queries regarding these Awards, members can contact
Mr Nabeel Tirmazi, AIBD Programme Manager, at nabeel.tirmazi@aibd.org.my

Community Radio Initiatives Recognised in UN WSIS Prizes 2019

by **Bazlur Rahman-S21BR**

CEO, Bangladesh NGOs Network for Radio and Communication

Bangladesh NGOs Network for Radio and Communication (BNNRC)'s two projects were recently recognised as the Champions of the prestigious UN World Summit on the Information Society (WSIS) Prizes contest 2019.

One project was the climate justice and resilience through community radio at coastal areas of the Bay of Bengal in Bangladesh. This was supported by the Coast Trust, Bangladesh.

The other project was creating Awareness on Right to Information (RTI) through Community Radio, which was supported by the Friedrich Naumann Foundation for Freedom (FNF).

WSIS Prizes 2019 aimed for the implementation of the WSIS Action Line generated more than two million votes cast by the WSIS stakeholders' community. Some 1,064 ICT success stories from around the world were nominated, follow-

ing a comprehensive review by the Expert Group of 1,140 projects submitted by the WSIS stakeholders' community.

BNNRC was to be awarded a Champion's certificate from the ITU Secretary-General during the WSIS Prizes 2019 ceremony on 9 April 2019. This special event would coincide with the WSIS Forum 2019 to be held from 8-12 April 2019 in Geneva, Switzerland.

The World Summit on the Information Society (WSIS) Forum is a global United Nations (UN) multi-stakeholder platform facilitating the implementation of the WSIS Action Lines for advancing Sustainable Development Goals (SDGs). It is co-organised by ITU, UNESCO, UNDP and UNCTAD, in close collaboration with all WSIS Action Line co-facilitators and other UN organisations. It represents the world's largest annual gathering of the 'ICT for development' community. It provides an opportunity for information

exchange, knowledge creation and sharing of best practices, while identifying emerging trends and fostering partnerships, taking into account the evolving Information and knowledge societies.

In 2019, WSIS Forum will celebrate its 10th anniversary from April 8 to 12, under the theme "Information and Communication Technologies for achieving the Sustainable Development Goals". It continues to provide a platform for a "just and equal information society" for all WSIS stakeholders as set by the Geneva Plan of Action.

BNNRC won the WSIS Award in 2016 as the winner and champion of 2017. It was chosen for this award on account of its creative thinking, critical analysis, strong leadership and exceptional innovation of community media sector contributing towards voices of the voiceless people in rural Bangladesh.



WORLD SUMMIT ON THE INFORMATION SOCIETY PRIZES 2019

Get Started →

Regional Workshops



Winning the 'Fake' War

by **A Ravi Shankar**
Media Trainer, India

The pen is mightier than the sword, but does it have the speed to take on disinformation, popularly known as 'Fake News'?

The *AIBD/NBT Regional Workshop on Media's Role in Coping with Disinformation* held in Bangkok, Thailand between 2 – 4 April 2019 was aimed at finding ways to handle the rising trend of disinformation. The workshop was officially inaugurated by Deputy Director-General, Government Public Relations Department, Dr Charoon Cahisorn. Twenty participants from Bhutan, Cambodia, Myanmar, Nepal, Sri Lanka and Thailand attended the Regional Workshop hosted by the National Broadcasting Services of Thailand (NBT).

The full involvement of the participants, who shared stories from their respective countries made the workshop successful. The Sri Lankan participant, spoke about how a media organisation declared a celebrity singer dead, though he had only suffered a heart attack while a participant from Thailand shared story about a gas cylinder blast being misinformed as a bomb blast. I also shared multiple stories from around the world. In one case, two singer lost their lives in Assam, India as locals mistook them for kidnappers based on viral messages on WhatsApp. Such examples from participants added a new dimension to the workshop as everyone understood the severity.

The stories may originate in the social media but there is a danger that traditional media may unwittingly forward



such information to audience / readers undermining their own credibility. In this context, it was observed that the need for speed in reporting may sometimes dilute the gatekeeping function of the media.

Media cannot be mute spectators and need to play a definite role in countering disinformation. Participants understood that making the common man, media and information literate was the key to handle the situation. In simple terms educate your audience to differentiate between real news and disinformation.

First the workshop defined elements of the problem; disinformation, misinformation and mal-information were clearly defined. The definitions caught the fancy of the Nepalese participant who repeated the terms very often. The definitions highlight how wrong information may be spread deliberately or by mistake; with or without malicious intent. The article has stayed clear of using the term 'fake news', because that term is an oxymoron. News by definition is accurate and verifiable. Thus, 'fake' and 'news' together makes it a contradictory phrase.

Then the workshop embarked upon learning skills to judge news items. Such judgemental skills will help improve credibility of a news organisation.

In this context, the concepts of principles and ethics of journalism were reinforced to help understand news value and to verify every news input.

Fact-checking in this digital world was another aspect covered in the workshop. Participants were exposed to online tools to spot disinformation. These included identifying digitally tampered photographs & videos through reverse image and video searches.

During the study tour to 'Sure and Share Center', MCOT (The Thai News Agency) participants were exposed to verification methods used by the organisation for their popular programme, aptly named 'Make Sure Before You Share (in the local language)'. The programme is a pioneering effort to debunk disinformation.

The sessions were made interesting by keeping it interactive. Concepts were explained through role play, examples and hands-on effort through assignments.

The final group task for the participants was to create proposals for programmes aimed at media literacy efforts. These can later be developed into real programmes for their respective channels. The creativity exhibited by the participants for this assignment was a pleasant surprise. Some of them thought of game shows and talk shows to bust disinformation. One group even presented a radio programme. A few teams gave it a cross-media approach.

UNESCO's handbook on Journalism, Fake

[continued on page 16]

‘Make Sure Before You Share’ – An Interesting Way to Debunk Disinformation

by **A. Ravi Shankar**
Media Trainer, India

The study tour to Sure and Share Center, under the Thai News Agency, MCOT may have seemed just another visit to a news organisation, but soon it proved to be an interesting experience for the participants. It was an experience which would become a reference point for the delegates to the AIBD/NBT Regional Workshop on Media’s Role in Coping with Disinformation held in Bangkok, Thailand from 2-4 April, 2019.

The main programme produced by the ‘Center’ is *Sure-Gorn-Share* (roughly translates to Make Sure before you Share). The programme which is the brainchild of the anchor Mr Peerapon Anutarasoat tries to debunk disinformation spread through social media. What started of as a weekly in 2015 was soon converted into a daily programme due to its popularity. Though the programme duration is only 5 minutes and runs as part of daily news, people are fond of it and eagerly await to see it.

It is popular amongst youngsters and ensures that it gets noticed through its social media presence as well. The programme is available on YouTube with over a thousand videos and is followed widely on Facebook. On the mobile app



‘Line’, one can even ask questions and seek clarity from the programme producers. Thorough research, verification through experts, documents and studio experiments to prove facts set it apart.

Many viral fake messages including Trump’s views on Thailand have been proved wrong through the programme. Disinformation campaigns such as mass production of false rubber eggs or plastic rice were also debunked.

Since, *Sure-Gorn-Share* was a practical demonstration of what media can do to combat disinformation, workshop participants were asked to create their own proposals. The groups came up with very creative ways to handle the subject and we hope that soon real



programmes may come out of this for all the participating countries.

During the visit, the participants interacted with the anchor and then the team was given an opportunity to visit the studios and look at the facilities in the centre.

All in all, the visit was a worthwhile exercise with take homes for the participants to ponder about and work on.

[continued from page 15]
Winning the ‘Fake’ War

News and Disinformation proved to be a nice reference point for the participants. In his session, UNESCO’s Bangkok-based Consultant for Communication and Information, Mr David Young highlighted the problems due to disinformation enumerated efforts by the organisation.

Finally, it was satisfying to note that participants were now alert to the impact of disinformation and will make efforts to debunk such false information.



Regional Workshops



Addressing Gender Bias in Media

by **Turan Ali**

Director of Bona Broadcasting Limited, UK

Women are not equally represented in media stories, nor included as contributors to programmes, and are not equally employed across the range of jobs and levels in most media organisations in Asia. Things are improving but not fast enough.

AIBD/UNESCO-IPDC Regional Workshop on 'Addressing Gender Bias in Media' from 27 to 29 March 2019 in Kuala Lumpur, Malaysia, explored the causes of gender bias in all areas of media, and the theories and practices needed to address it and increase the speed of change.

This was no tips and advice workshop. Workshops that just look at examples and case histories do not stand the test of time. Trends change and the examples become less and less relevant. We need to understand the theories of why these gender imbalances exist and the theories of how to bring about change in those attitudes. Then we can apply those theories for years to come to address gender bias (or any other inequalities) to create more gender sensitive reporting, more inclusive programme-making and greater employment of women in media at all levels.

To understand gender bias, we explored four essential factors that create it and keep it in existence:

Unconscious Bias: What are its components, how/why do they occur and how it influences the media we produce and staff we employ.

Stories: We tell stories and use symbols that colour our beliefs and attitudes about

women. These stories, and their symbols stop women being equally included.

Persuasion: If we want to bring about change in attitudes, and then in behaviour, we need to understand how to persuade people, using stories.

Formats: Telling persuasive stories in appropriate ways, not the same old reports or interviews that we always use. Expanding our toolbox of formats we use to tell persuasive stories.

These theories are equally applicable to all types of media and bias, and to all media professionals, because they explore universal theories about how media can change attitudes and hence behaviour. The four men and sixteen women on this workshop were from countries around Asia including Bangladesh, Bhutan, Cambodia, Laos, Malaysia, Myanmar, Nepal, Singapore and Sri Lanka and were deputy directors, station heads, executive producers, newsroom managers, reporters, editors, producers and anchors.

Once participants had mastered the four areas of theory, we applied them to tackling and understanding gender bias in their home situations. Following a presentation from Ms Suw Charman-Anderson, an international expert on women's equality and the realities for women in the workplace and media, we saw the extent and depth of gender bias in media, and the consequences for myths about women in their representation and employment in media.

Participants designed action plans and persuasive stories for their work situations to use within programmes, amongst their colleagues and to their bosses, to increase women as contributors to programmes and as the subjects of stories, and the number of women in all strata of their staffing.

This is a substantial outcome for a three day workshop, and leaves the participants with Master's degree level theories and skills they can use for the rest of their careers to address any bias within programming or staffing. AIBD are to be congratulated for supporting and delivering this forward-looking approach.

The tutor for the workshop was international media theory expert Turan Ali, who has almost 30 years of BBC production experience.



Q&A with Phosy KEOMANIVONG, DG, Lao National Radio (LNR)

In an attempt to highlight our member organisations Broadcaster Magazine will feature heads of the organisations in every edition from now on. It is a new initiative so that their ideas and initiatives could be reached out to other member organisations, and possibly share and discuss. It will be a Q&A format. In this edition the Broadcaster caught up with the Director General of Lao National Radio.

AIBD: Tell us, briefly about yourself and your career?

Mr Phosy: My name is Phosy KEOMANIVONG. I was born on 25th March 1962. I am serving as the Director General of Lao National Radio since November 2016. I am responsible for leading Lao National Radio in all field of work, particularly in researching and making strategic development plans. To supervise news and all targeted radio programs which are disseminated through all platforms and get feedback from consumers for R&D.

I did my master's degree in radio engineering (1987) from ODDESSA Polytechnic Institute (UKRAIN) and in telecommunication engineering (2000) from Beijing University of post and telecommunication(China). From 1987-2000, I served as a head of medium wave radio transmission station(LNR), and from 2000-2006 as head of transmission department. I was the Deputy Director General from 2006-2016.

AIBD: In many developing countries, Radio still plays a dominant role in information dissemination. How about in Laos?

Mr Phosy: As Laos is a developing country,

Radio is still a dominant role in information dissemination comparing with other media, although new media is growing very fast around the world. Geography of Laos is mostly covered by mountain, most families are low income (GDP per capita is nearly US\$2500 in 2018) otherwise internet access in mountainous and remote areas is limited, therefore Radio is very convenient to listen even when driving, working and relaxing. To produce and distribute, Radio programs are simple and quick, anywhere at any time. Investment of radio broadcasting is lower than other media and poor people can afford radio receivers to get radio programs.

AIBD: What are some of the challenges facing the media there?

Mr Phosy: The challenges that we are facing: a) lack of capable human resources or insufficient LNR staff-; b) in the era of new media there are so many sources of information including real and fake news, which spreads widely and therefore it effects to traditional media. It makes difficult for the people to understand which is fake and which is real; c) declining audience base and revenue of the main stream medias like radio and television, and d) lack of fund to invest in new technology.



AIBD: As a CEO/DG, what are your plans and priorities to overcome these challenges?

Mr Phosy: My plans and priorities are to overcome these challenges: first of all, to upgrade skills and knowledge of staff, particularly in content production and technical staff by conducting trainings, workshops or short-term studies in cooperation with internal and international organizations and institutions. Secondly, to improve the quality of programs, which reflect real situation in real time and distribute through many platforms. And thirdly, to make advertising revenue as much as possible, convince government to allocate adequate funds to develop media sectors and cooperate with internal and international organizations for supporting in media development.

AIBD: As the younger generation are more into new media how do see the future of Radio in Laos?

Mr Phosy: At the present, the younger generation are influenced by mass media particularly social media. It plays an important role in shaping the opinions and position of the younger generation. Lao National Radio is paying attention on this issue and find the way to make more programs that reflect their needs and give them the positive impacts. Recently, Lao government established one FM channel especially for younger generation called “Lao Youth Radio FM 90.00Mhz”. The main program content is focusing on younger generation like beauty, health, trends and entertainment programs and we open to young people to contribute as reporters and announcers. And to reach to them all these programs are disseminated through all platforms. Since 2008, Lao National Radio has cooperated with UNICEF in making youth radio programs in the headquarter of LNR and in all provincial radio stations around the country. All the reporters of these programs are younger generation, they regularly produce and broadcast their weekly youth radio programs on child rights issues including nutrition, immunization, violence against children, and polio awareness.

AIBD: What are your thoughts on the theme of the 2019 AMS?

Mr Phosy: The theme of AMS 2019

‘Media Digitization: Focusing on developing market’ is very appropriate, digitalisation is transforming the world we live in. Everything around us is rapidly shifting from analog to digital. In developing countries like us, traditional media such as newspapers, books, and radio broadcast are now being replaced by digital devices like smartphones, laptops, desktops and more. Digital transformation is enabling business to break new barriers and tap into potential for growth. Therefore, in this important event we will have a chance to discuss and exchange our views in order to overcome the challenges and develop digital media in our countries.

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

Mr Phosy: So far, LNR is satisfied with the fruitful cooperation that we have today with AIBD. We do hope to get more valuable assistance and expertise from AIBD in the coming years. This will help our staff to have more chances and opportunities to attend training activities covering various areas and topics such as radio content production and management, advertising via new media, new media and social media in radio programming of today and workshop on OTT and IBB Hybrid Technologies for Broadcasters.

Media Sovereignty and the Quality of Life

by **Shin Tae-Sub**

Executive Director, Community Media Foundation, Korea



In recent years I have observed the emerging public sphere in South Korea. Citizens dynamically interplay over public issues in the agora. Broadly expanding types of public sphere also can be observed ranging from legacy media to online and mobile based-new media. Korean society is sailing toward the historical era; the era of civic media where people have sovereignty over communication and the era of civic democracy based on digital citizenship.

The South Korean government established the Community Media Foundation (CMF) to facilitate viewers' participation in broadcasting and promoting their own rights. Media literacy has been the paramount component for individual citizens in the 21st century to lead a fundamental life and an important means of promoting the rights of viewers. In 2005, the CMF opened its first media center in Busan,

South Korea's southern city, and since then has operated six more regional media centers throughout the whole country so far. Meanwhile, we have contributed not only to increasing the accessibility to media, but also to improving media literacy of the public, communication skills through media, activating and expanding the public sphere as well.

Last year, thankfully I had the opportunity to share our mission with the representatives of a few countries that have dedicated to promote the rights of viewers in Asia-Pacific region.

The CMF, Korea Communications Commission (KCC) and Asia-Pacific Institute for Broadcasting Development (AIBD) jointly held a seminar in Seoul, for three days from November 6th to 8th. Twenty-two participants from ten countries attended the event. It was the platform to explain CMF's experience with regard to promoting the rights of viewers and share other efforts and experiences in Asia-Pacific region.

In the seminar, the CMF and Korea Broadcasting System (KBS), the South Korean public broadcaster, presented the specific performing activities for the viewers' rights. Programmes offered by the CMF are numerous, such as critical thinking against media, digital media education for the elderly, and community media education for local communities. To ensure public access, it was also valuable for the CMF to support viewers to produce their own broadcast



programmes. The CMF provided local media center tour with participants. Participants visited the Incheon Community Media Centers, one of seven local media centers operated by the CMF, and tried flying drones and wore VR equipment. The Media Sharing Bus, a movable media center equipped with broadcasting facilities to deliver media education services to remote sites, also attracted attention.

KBS focused on the Audience Advisory Council (AAC) and the public access programme. The Council is a legal body that deals with issues such as news, programmes, organisation, and handling of viewer complaints as part of the protection of viewers' rights. The AAC recently enhanced the representation of viewers by equally adjusting the weight of its members' gender and age bracket. KBS has been supporting the production and transmission of 'Open Channel' which is the public access programme with the CMF. All programmes broadcast on Open Channel are made by the viewers themselves. KBS shall program





viewer participation programmes directly produced by viewers more than 100 minutes every month, as prescribed by the South Korean Broadcasting Act.

A few participants gave an assessment of the seminar through the surveys. In particular, Media Sharing Bus, which is able to visit remote areas with broadcasting equipment, drew interest. Countries with large populations living in non-urban areas consider it as a means of promoting the rights of viewers.

“It would be great if these programme expanded in the regions or incorporated into the school curriculum so that the next generation will not be media shy”, said

Khairol Kassim, Special Duties Officer at Prime Minister’s Office of Brunei.

Fathimath Leeza, Programme Manager at AIBD also said, “The seminar was very well organised and the field trips

were very relevant”, and “By organising this type of seminar and having other member countries experience it would help the viewers’ rights immensely”.

The CMF would like to take the next step from the case studies we shared last year. We will provide a more intensive and deeper round table with a theme of “media education” this November. The conference will be co-hosted by the six institutes during the Media Information Literacy Week of the Korean National Commission for UNESCO.

As I witnessed interest and efforts in promoting viewers’ rights through last year’s seminar, I hope to discuss the ideas on media education with you from the Asia-Pacific region and a plan to hold our talks on a regular basis.



PBC Conducts Election Coverage, Special Audience Programmes

Contributed by **Muhammad Siddique Paracha**
 Controller (International Relations), PBC



The Pakistan Broadcasting Corporation (PBC) has conducted several programmes in line with its mandate and guidelines by the Federal Government.

A major activity was the coverage of the general elections in 2018. That included country-wide publicity and coverage of activities related to the election campaign, Election Day, voting process and announcement of results. A special coverage of the by-elections was also conducted. People especially youth and

women were encouraged and motivated to cast their vote. Programmes related to the organisation of the new government were broadcast, including the oath taking ceremony for the new Prime Minister of Pakistan.

PBC also showed special audience programmes addressed to various segments of society like women, youth, children, and labourers, among others. They were meant to increase the level of awareness about health, education,

security, social and legal rights, and women empowerment. It had audience-participated programmes covering music, children, youth, farmers and women.

New radio formats were also introduced such as youth shows, road shows, morning/ evening/ night chitchat shows with phone-in, SMS/ phone request show. Popular music & light musical programmes were launched from FM-93, FM-94 and FM-101.

PBC also covered important international days such as World Anti-Corruption Day, World Radio Day and World Teachers Day.

PBC is under the Department of International Relations with headquarters in Islamabad.

PBC is pursuing programmes that aim to increase the level of awareness of masses on vital social issues, cater to the needs of masses using all formats of broadcasting, upgrade the scale of tolerant, peaceful and democratic behaviour in masses, and promote its rich treasure of arts, culture, literature, common heritage and history.



PBA Offers Training Courses on Multimedia, Journalism, Media Technology and Production

Contributed by **Muhammad Siddique Paracha**
Controller (International Relations), PBC



Participants from International Training Course on “Multimedia Journalism Changing Perspective on Women Rights sponsored by Radio Netherland Training Center.

Pakistan Broadcasting Academy (PBA), an educational arm of the Pakistan Broadcasting Corporation (PBC), recently organised several courses aimed at providing quality training for their employees and other broadcasters in the region and improving their professional performance.

The International Training Course on “Multimedia Journalism – Changing Per-

spective on Women Rights” had participants from Sri Lanka, Bangladesh, Bhutan, Jordan, Vietnam and Pakistan. This was funded by Radio Netherland Training Center. International resource persons from Holland trained the participants.

Other training courses were on Urdu as an official language, which was participated by administration and account staff of

PBC; skills building for comperes, anchor persons/presenters and news reporters; ‘Radio Day’ under the theme “Radio is You”; on protection against harassment of women at workplace Act-2010, and an “Introduction to digital radio Mondale”.

PBA is planning future training initiatives to cover new editing and bulletin compilation, creative formats to engage audi-



Training course participants from Accounts and Administration Section of PBC.



Participants of Skill Building Course for Comperes and Anchor Persons.

ences, digital Transmission, investigative journalism, and production of media programmes to counter radicalisation.

Founded in 1982, PBA has trained thousands of broadcasting employees from Programme, News and Engineering sections of PBA. It utilises the following mechanisms to ensure effective and fruitful training:

- Selecting the right people to serve as trainers.
- Providing useful training materials.
- Creating feedback loops.
- Measuring, monitoring and working together for continuous improvement.



Participants of Training on PBC Rules and Regulations.



Group of RJs and Comperes at the End of Course.

Broadcasting in the Age of New Media Opportunities for Broadcasters

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



The new age platforms in media industry bring a paradigm shift in broadcasting. The internet and social media have transformed the media broadcast scenario across the globe. With the influx of new media tools, the media consumption patterns worldwide have changed drastically.

Blogs, news portals and online news, Facebook, YouTube, podcast and webcast, and even the short messaging system (SMS) are all included in new media.

Broadcasters in this age of new media not only face new challenges, but also get ample opportunities to remain vibrant. The modern revolution enables everybody to become a journalist at little cost and with global reach. Nothing like this has ever been possible before. The emergence of blog streams is a reflection on society's awareness of the importance of information dissemination.

Traditional broadcast media has remained free. Then pay television came along to al-

ter the model by introducing narrowcasting to paying customers. The internet has taken narrowcasting a step further by targeting small groups and individuals. Television networks are now keen to establish websites to help offset audience loss.

Online radio and television, grabbing the ears and eyes of netizens, have the potential to become viable alternatives to on-air broadcasting. The reach of broadcasting stations is limited by signal range, whereas online broadcasting is available without any boundary and wherever internet coverage is available. At this juncture, it becomes imperative for the traditional broadcast professionals



to learn about various emerging options of ever evolving so called new media.

The Asia Pacific Institute for Broadcasting Development (AIBD) and National Academy of Broadcasting and Multimedia (NABM), the national training Institute of Prasar Bharati, collaboratively organised an in-country training and workshop at Delhi, India from 4th to 8th February 2019. The theme of the training and workshop was "Broadcasting in the Age of New Media: Opportunities for Broadcasters" with the aim to inform participants about new media developments across audio and video platforms, including social media, smart speakers and podcasts.

International trainer Steve Ahern, a broadcast journalism and new media expert from Australia, planned and conducted the workshop, which explored new ways to use smart phones and new media technology to report broadcast content. The course also covered fake news and other elements of content creation in the new media environment. Twenty-four staff from Engineering and Programme departments of both All India Radio (AIR) and Doordarshan India (DDI) participated in the course. In addition, several staff from NABM sat in on the course, using it as a Train the Trainer experience for themselves.

Participants were informed on how to understand the latest developments in

social media and use the dynamic nature of new media to remain relevant. The course also highlighted the usage of smart phones as a powerful tool for producing content faster and cheaper. The course suggested ways of delivering content in new media such as linear, non-linear, catch-up, download, Spotify and Pandora (which is highly popular in US) along with traditional media. A session of the workshop was devoted to learning and exploring various editing apps for seamless and fast delivery of content. Examples of success stories were given in the course, such as an Afghan news agency which started using smart phone reporting and cloud services to decrease news reporting time. Another example was NHK, Japan's national broadcasting organisation, presenting content in small snack size with catchy video on social media to increase viewership among young people was an interesting case study.

The changing broadcasting trends and use of social media were discussed with examples like in the case of Indonesia that made use of citizen journalism. Several social media tips were shared like using social media for promotion, research, live interaction with audience and repackaging of programs was discussed. Maintaining a two-way relationship with the audience and to know what the audience want and also to educate audience using social media



were also taken up. Another interesting and useful topic was how to detect fake news on social media like Facebook and Twitter. Also discussed was the use of several websites for detecting fake news, which are very useful for a broadcaster.

At the end of every session the participants took part in various assignments like shooting and editing videos using various apps on a smart phone. The class was asked to form a group and prepare a flow chart using new tools to optimise content for various mediums. A delightful session was also conducted where participants shared examples of fake news and discussed how to identify and combat it. Group members were also asked to file a news story of all the activities that took place in a workshop.

The entire class was divided into three groups for the last assignment to create a

new national media business, and all the groups presented their ideas of how new broadcasting businesses for the modern era should be organised, without downgrading the quality of journalism or cultural significance of the content. This activity crystallised all the content of the workshop so that participants would remember the content and know how to use it in their jobs when they returned to work.

The participants enjoyed the tools for use in social media for new media gathering, editing and filing tools including mobile apps, social media accounts and social media monitoring tools. Podcasting, Vodcasting, Smart Speakers, AI, Blockchain and fake news busting were the hot topics discussed in detail. The course content was innovative and would be very useful in using social media in broadcasting which is the need of the hour.



"The most striking and attractive feature about the training is that the faculty, Mr. Steve Ahern is the best one we can get for the purpose. He is well-versed in both the technical and sociological aspects of the contemporary media scenario. His democratic and liberal point of view, and avoidance of political extremes makes him the right trainer for AIR and DD".

– Comment from a participant

Marketing is All About Persuasive Storytelling

by **Mr Turan Ali**
Director of Bona Broadcasting Limited



Marketing is like journalism. It is usually taught with the same set of dry tips and techniques and rarely equips participants with how to engage their target audiences (or markets) with great, persuasive stories that change people's minds.

The AIBD In-country Workshop on Marketing and Commercialisation held from 1-3 April 2019 in Kuala Lumpur, Malaysia equipped participants with the theories and tools to be able to persuade people about anything. The approaches and skills needed to change attitudes are the same whether you want to use those for selling something, marketing something, saving your marriage, getting an audience to tune in to your programme or persuade your boss to give you a raise.

Marketing and sales is all about persuasion; changing attitudes to your brand, your programme, your product; yet we rarely train marketing and sales professionals with what it takes to persuade someone. Marketing training often concentrates on push and pull marketing. These are simple concepts about promoting products (or reputations) by pushing them onto

people or establishing a loyal following and a good reputation to draw (pull) consumers to your products.

Both are only made effective and impactful by knowing how to create and tell persuasive stories with rich symbols in dynamic and appropriate formats. The mechanisms of changing attitudes in this way are rarely explored in marketing training, where these especially need to be micro stories, which is why we focused on these theories and skills in this workshop. The theories are just as applicable for programme producers to equip them with the skills and theories to create new, popular, sellable programmes for any medium and any platform.

Any promotion must be story and symbol driven, not information, data and facts driven. Information, data and fact-giving is essential, but must be delivered through persuasive, creative story-telling in exciting, appropriate formats. This is what this workshop provided - the theories, skills and practice - throughout the three days, equipping forty of RTM's marketing and sales team with the essential steps for telling powerful micro stories. We covered the three essential steps needed



before people are persuaded, including the types of emotional journeys necessary before people change their minds about something, plus a huge range of formats for telling those stories.

In addition to me as the main tutor, we had presentations from Mr. Amir Marvian, Google Analytics Consultant, who sketched out the power and opportunities given by Google and Facebook analytics and Mr. Cai Yanjiang, Director, ABU Sports Department from ABU, who gave a wide range of examples of successful and unsuccessful marketing and sales bids in the Malaysian sports media field, which we then analysed for exactly why they succeeded or failed, in terms of the theories the workshop had introduced.



The final day of the workshop got participants to put the theories into practice, with action plans for their work situations at RTM and identifying blocks to boost the impact of RTM sales and marketing practices. Cogent theory informing practice makes a difference.

[continued on page 29]



How Do We Know Which is Real or Fake News?

by **Lee Lai Mee**
Programme Manager, AIBD

Fake News is fabricated news that is hot but can destroy trust, damage learning culture and create disorder if amplified and spread irresponsibly.

To help stem the spread of fake news, AIBD in collaboration with IPPTAR hosted a one-day In-Country Workshop on Fake News in Kuala Lumpur on 11 April 2019. About 24 participants from RTM and 13 students from the University Nottingham attended the workshop.

Four speakers were invited to share their expertise on the topic “Fake News: Concerns, Challenges and Way Forward”. They were Dr Ming-Kuok Lim, Advisor for Communication and Information for UNESCO, Jakarta; Mr Roland Husson, Counsellor for Cooperation and Cultural Affairs, French Embassy Malaysia; DSP Loh Wooi Kee, Legal Advisor, IGP’s Office, PDRM; and Mr Fong Choong Fook, Director LGMS, Cybersecurity.

UNESCO on Media Credibility and Fake News

Dr Ming spoke of Facebook as the big

market for fake news. He said, ‘people do not equate Facebook as the social media gateway for fake news and hateful messages as people believe if you have nothing to hide, you should not worry’. But this is false as information/ metadata can be manipulated for target use. It has become difficult to differentiate between REAL or FAKE. To verify something online, one must be sure to look at the original source by using tools for verifying images / metadata.

He added ‘everyone is entitled to his own opinion, but not to his own facts’; and accountability is the core principle and way forward for media credibility.

The participants were given a fact-checking list as a guide to counter disinformation and misinformation.

European Experience on Disinformation

Mr Roland explained ‘disinformation and prohibition of disinformation is not new’ if one studies European history. It was there before media existed. It was just rumour spreading without manipulation with the use of images as illustration, for example, French-Prussian War, 1870 and Timisoara (Romania, 1989). The French government had Anti-Fake News

Law since 1881, which progressively extended and applied to all the new technologies: printed press, image (photography), radio, TV, and now on-line news (by Law 21 June 2004).

What is new? It is the spread of disinformation on-line where new technologies and social media are used. It is also the creation of disinformation by the affordable technologies that are now available; the amplification of disinformation through social and online media (algorithms, advertising models, fake accounts); and the dissemination by users.

Today the French Government is facing the concerns of deliberate and intentional acts of disinformation to gain political influence including on electoral results as like in the French presidential campaign 2017.

The participants learned there is no single solution to address all challenges related to disinformation but a comprehensive approach is needed. This includes self-regulation with commitment by companies like Google, Facebook, Twitter; closure of fake accounts; transparency in political advertising; demonetisation of purveyors of disinformation; includes an annex identifying best practices.

PDRM Perspective to Address Disinformation

DSP Loh explained there are two cate-





adult film whereas in Deep Fake politics, candidates are shown as making inflammatory statements.

The rise of ‘Deep Fakes’ could open up a new front in the disinformation war as Deep Fake videos are easy to create. Video details, face and blinking frequency are challenging to detect.

gory of fake news-law and order which involves criminal elements and damage of individual’s reputation (mainly defamation).

Prior to the enactment of Anti Fake News Act 2018, there was Sedition Act, Penal Code (for religious offence, insults and annoyance), and MCMC (non-sizeable offences). But with the enactment of Anti Fake News Act 2018, one legislation governed all offences relating to fake news. When the law was repealed on 16 August 2018, authorities resorted to the original legislations to curb anti fake news situation.

With advancing technology and the freedom of speech, it is now hard to address fake news for social harmony. Civil unrest and racial disorder can be reduced by responsible politicians, MPS, NGOs; individual responsibilities and public education on moral values.

Cybersecurity: The Next Revolution of Fake News

Mr Fong from LGMS raised the concern-

Who do we trust given the source of news are Facebook, Twitter, Instagram, Whatsapp, online forums, blogs / influencers and online news portals? How do we know which is REAL or FAKE?

He shared his insight about ‘Deep Fake’, the next revolution of fake news. AI-technology is used as a technique for human image synthesis. It creates an AI Information War where AI-generated medias are often indistinguishable from real photographs. With Deep Fake pornography, a victim’s face is digitally manipulated into

Mr Fong remarked “Social Media will remain as mainstream news source. Deep Fake can have an adverse impact on the way we consume online content. We remain gullible but have to be more skeptical”.

The participants were attentive throughout the day and remarked the knowledge gained will be their way forward now. Mr Maradi bin Ka`ab, Head of Research and Publication Cluster, Ipptar, and Ms Philomena Gnanapragasam, Acting Director of AIBD, jointly presented the certificates at the close of the workshop.



[continued from page 27]
Marketing is All About Persuasive Storytelling



DG Tuan Haji Abd Muis Shefii

The theories and best practices explored in the workshop by the main tutor, Mr Turan Ali, international media theory expert, who has almost 30 years of BBC production experience, were further highlighted during the closing ceremony.



In his closing remarks, Tuan Haji Abd Muis Shefii, Director General of Radio Television Malaysia (RTM), said, “The ability to combine stories and persuasion and the creative use of media formats will determine a sales pitch for your production”.

“Many present their pitch without much deliberation and comprehensive brainstorming resulting in their proposals being rejected and considered below par excellence. The industry is vibrant with many players and competition is rife so only the best will survive”, he added.

AIBD New Appointments New Leaders

Mr Francisco da Silva Gary, (2019 to 2024) New President of RTTL Board of Directors



As Founder and Director of the Timor-Leste Media Development Centre (TLMDC), Francisco da Silva “Gari” is a leader within the nation’s media sector. Francisco has more than ten years of experience organising training initiatives and managing activities for both the TLMDC and at the USAID-funded media development program implemented by Internews. Francisco performed media training needs-analysis for Timor-Leste

journalists, monitored local media products, and assisted with skills-training at community radio stations. He also spent nearly two years working within the United Nations mission, and in 2018 served as a media adviser for the State Secretary of Social Communication.

Change in PSM, Maldives top tier



Ms Waheeda

The Privatization and Corporatization Board of Maldives (PCB) has appointed Mr Ibrahim Hilmy as the Chairman of Public Service Media (PSM) along with Ms Mariyam Waheeda as a board member January this year. Their appointment was made upon the advisory of President Ibrahim Mohamed Solih of the Republic of Maldives.

Mr Ibrahim Hilmy served as a board member of PSM and as the PCB Vice Chairman in the past. Mariyam Waheeda, who served as a Board Member of the now-dissolved Maldives National Broadcasting Corporation, had also contributed to the field media for a long period of time.

PSM has also a new Managing Director Mr Ali Khalid. He previously served as the Chief Executive Officer (CEO) of national TV, Television Maldives (TVM), currently operated and managed under PSM. He was the Chief Communications Officer at the President’s Office during the previous administration. Apart from that, he also filled top management positions in other key organisations in the country. Ever since he has actively contributed to the media industry in Maldives.



Mr Ibrahim Hilmy



Mr Ali Khalid

Mr Carsten von Nahmen Head of DW Akademie Executive Director, DW Akademie

He was DW’s Senior Correspondent in Washington from February 2017 to August 2018 and prior to that, as of 2014, Head of DW’s News and Current Affairs Department. Von Nahmen has long worked with and for DW Akademie. Beginning in 2005 he headed various DW Akademie regional divisions and until 2014 was DW Akademie’s Deputy Director.



Some thoughts on AMS 2019



"To build network, collaboration and partnership, share experiences and expertise on the use and optimization of media for sustainable development, and implement best practices and lessons learned, considering our own jurisdictions development priorities, but not overlooking opportunities to foster growth towards digital economy in the Asia-Pacific Region."

Honorable Afamasaga Lepuia'i Rico Tupa'i, Minister of Communications and Information Technology, Samoa



"AIBD has always been a great platform for interacting with industry counterparts & thought leaders. We look forward to sharing our experience & expertise around digitization and latest broadcast trends in the upcoming AMS session."

Sanjay Salil, Managing Director, MediaGuru, India



"This is my first Asia Media Summit. This year we are also focusing on fake news and disinformation. There will be many prominent journalists and academicians speaking on the subject. If you are around, don't miss the session."

Jigme Thinley, Programme Manager, AIBD



We will be talking about a vision of online digital archives that enable storage and access of social memory to create an alternative cultural narrative corresponding to the social and cultural condition of a particular time-space.

Dr Lim Kok Yoong, Dean of Academic and Internationalization, Multimedia University Malaysia



"AMS 2019 will envision the upcoming trends of Fourth Industrial Revolution (4IR) trends and opportunities in the broadcasting industry and discuss the common challenges of Asia-Pacific broadcasters. Looking forward to lots and lots of knowledge sharing by the Media Pandits."

Nabeel Tirmazi, Programme Manager, AIBD



I look forward to this gathering, to share what we (Philippines) are doing to keep Radio relevant to the public. May we all have a fruitful exchange of ideas, and bring it back to our respective places"

Rizal Giovanni Aportadera Jr., Director General, Bureau of Broadcast Services, Philippine Broadcasting Service (PBS)



"If it is news, it cannot be fake. If it is fake, it cannot be news"

Dr Ming-Kuok Lim, Advisor for Communications and Information for UNESCO, Jakarta



"Let us save what remains, not by vaults and shelves which hide them from public eyes but use them as a way forward to preserve our times through archives"

Lee Lai Mee, Programme Manager, AIBD



" How to serve audiences when so much content is available ? Trust is a key value and upskilling is a must"

Nathalie Labourdette, Head of Training, European Broadcasting Union (EBU)



"Broadcasters need to prepare themselves for the fourth industrial revolution by keeping into mind the legal, policy and regulatory issues."

Dr Pavan Duggal, Founder & Chairman, International Commission on Cyber Security Law, India



Let's avail the great opportunity to explore and enjoy the technology of creating magical contents and also the technology behind wonderful distribution of media contents via multiple platforms."

Utpal Kanti Mandal, Programme Manager, AIBD



CALL FOR ENTRIES

TV & Radio Awards 2019

Deadline for submission
12 July 2019



- AIBD TV Award 2019 for “The Best TV Programme on the right to education means the right to a qualified teacher”
- AIBD TV Award 2019 for “The sound of silence”



- AIBD Radio Award 2019 for “The Best Radio Programme on Rural Women: Tapping the power within”
- Reinhard Keune’s Memorial Award 2019 on “The Best Radio Programme on Vanishing Sounds”

USD 500 cash and invitation to attend the General Conference 2019, Bhutan

Criteria & Entry Forms available on
<http://www.aibd.org.my/aibdtv>
<http://www.aibd.org.my/aibdradio>