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COVID SPECIAL EDITION





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FROM THE DIRECTOR'S DESK



"Adversity causes some men to break, others to break records."
William Arthur Ward

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

It seems like it's been ages since I published my message in here. What a year 2020 is turning out to be for all of us!

There are no words or emotions suitably enough to describe the troubles, pain and fear that every nation and individual is going through. The pandemic has literally brought the world to a standstill.

On behalf of the Secretariat, I would like to offer our deepest sympathies and pledge our solidarity in the fight against this pandemic. The battle is not yet over, but humanity will prevail in the end. There is no doubt about it.

It is with deep regret that we had to cancel our signature event, the Asia Media Summit. Based on the theme 'Envisioning Tomorrow' we had charted out some interesting workshops, panel sessions and other activities. Nevertheless, we will keep the ideas afresh and bring it to fruition later, when we have the time and resources in our hands. A lot of our other activities has also been put on hold. We do not know for sure how long this virus will keep us confined. For now, the plan to have our General Conference in the beautiful city of Luang Prabang in Laos is still on. Initially planned towards the end of August but let's see if situation permits. We are in discussion with the host and hopefully would be able to confirm the dates soon.

With all challenges brought forward by this pandemic, I am happy to report that the Secretariat, although working remotely, organised some relevant and interesting webinar sessions for the benefit of our members. We gave special attention to COVID Response Sessions, highlighting issues and challenges thrown at us by surprise.

We did it for journalists who are at the frontline covering the pandemic, and also two rounds of sessions for the top management, where best management practices and SOPs were shared among each other. Upon the requests of some of the small broadcasters we initiated a platform where larger broadcasters could share their contents. And many came forward to do that, free of cost.

Until we are comfortable enough to organise and initiate our regular projects we will continue to do so through online. We have received positive feedback on our webinars conducted thus far.

What we have realised during this pandemic is that over the years we have lost the focus on 'health journalism'. Therefore, AIBD will work with relevant agencies and come up some initiatives. In fact, the work has already begun at the Secretariat level.

Lastly, I would like to offer my sincere prayers and hope that we can come out of this difficult situation soon. Thank you for keeping faith in AIBD and supporting us all through during this period.

Take care and stay safe everyone.

Philomena Gnanapragasam



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First ever virtual COVID sharing session- 9th April

By **Jigme Thinley**
Programme Manager, AIBD



In what was the first ever virtual COVID Response Session for media, more than 150 journalists and experts from 24 countries came together virtually to share and learn from each other on 9th April, 2020. The Asia-Pacific Institute for Broadcasting Development (AIBD), as a regional international intergovernmental body, and India's National Academy of Broadcasting and Multimedia (NABM) organised the Session.

In her opening remarks, the Director of AIBD, Ms Philomena Gnanapragasam, said 'no one expected that it (pandemic) will last this long'. More than one-third of the world is under lockdown and a Session like this was needed to discuss and share experiences and new ideas. "Along with the health workers, media too are at the frontline of this pandemic," she said, adding that timely information can not only save lives but also prevent from getting the disease.

The Chief Executive Officer of India's Public Service Broadcaster, Prasar Bharati, Mr. Shashi Shekhar Vempati, said the responsibilities of the media, especially that of Public Service Broadcasters, have significantly gone up, not only in providing news and information, but also to keep the citizens engaged at home so that the social distancing and lockdown remain effective.

One of the main speakers, Dr. Liviu Vedrasco, WHO COVID-19 Asia-Pacific Liaison based in Thailand, said humanity has not faced such a crisis in the last 100 years. The closest one, he said, was the 1918 influenza pandemic. In this crisis, the 'whole of society' must respond, and without that it would be difficult to contain the pandemic, Dr Vedrasco opined.

He highlighted 'Five Principles' as the foundation of a United COVID-19 response system. The first one he said was the

'Whole-of-Society', in which all governments, businesses, and civil societies must communicate and come together. The second one; there should be 'Readiness at all levels'. The third one, according to Dr. Vedrasco is an important one; Critical Interdependencies. He said attention must be given to nine critical sectors (Food, Water, Health, Energy, Transport, Finance, Telecom, Law and Order, and Defence), regardless of the level and size of a country. "Failure of one or more of these services can have major economic, health and social consequences".

The last two ones, equally important, he added, were 'severity-based response' and 'respect ethical norms' by protecting the vulnerable and disadvantaged sections of the population.

On the role of media during a crisis like this he suggested three distinct areas; to simplify public health authorities' messages, report on government response and communities' reactions, and bring into public consciousness the positive stories of extraordinary solidarity, passion and generosity.

The risk is real, said Dr. Ming-Kuok Lim, Advisor for Communication and Information, UNESCO Office in Jakarta. "The potential of getting infection and infecting others must be considered when reporting from locations," he highlighted. In a crisis like

this the journalists, he added, must familiarise themselves with all the recommendations provided by health officials. "The emotional and psychological health while on assignments can be emotionally draining, and therefore, the journalists should be aware of their own mental health."

Speaking from the disaster management perspective, Dr. Surya Prakash, Head of Geo-Meteorological Risk Management Division of India's National Institute for Disaster Management (NIDM), said there is a need for international and national collaborations, command and control systems for effective response and recovery. Since there is a lack of international frameworks to manage this crisis, he suggested taking advantage of the SENDAI Framework for Disaster Risk Reduction 2015-2030, where 190 countries are signatory to it.

The Assistant Professor at National of Mental Health and Neurosciences in India, Dr. Jaya Kumar, stressed on the need to incorporate psychosocial counselling and support in a crisis like this where people are forced to stay indoors with minimum interactions. "There should be psychosocial monitoring and helplines created at centre, state and district level," he suggested.

The Experience Sharing Session

Media experts from Hong Kong, Korea, India, and France shared their experiences on how their Channels and Countries are doing in its fight against the pandemic.

Showing the visuals of how his reporters reported from the City of Wuhan, Mr Haibo Huang said it took two days to prepare his team to be sent to Wuhan, when China announced the lockdown. He is the Deputy Head of Phoenix Chinese Channel based in Hong Kong. He said during a disaster like this, media outlets must take calculated risk, and prepare for almost everything. He said his Channel sent 2 teams to Wuhan and did comprehensive reporting from various locations.

At Korean Broadcasting System (KBS), Dr. Kim Youngyiil, Project Manager of EBU and AIBD, said they have established a 'Integrated Newsroom' to respond to COVID outbreak. He said it was an initiative to fight against 'infodemic' with special kinds of programming. "There is special live programming called 'Let's Fight the Corona Virus, where it goes beyond numbers and statistics". He added that behind these numbers and statistics were actual people. "We show real people, real faces and deliver strong, powerful and positive messages".

In India, as Bollywood actors and cricketers are very popular, the national broadcasters had used them to deliver important messages. The Director General of Doordarshan News, Mr. Mayank Agarwal, said they also instituted daily call-in

programmes with medical experts to answer people's queries and a special COVID-19 tracking shows. The Additional Director General of Doordarshan, Mr P.K Subhash, said besides airing information and education campaign materials they re-introduced some of the very popular TV serials of some 20-30 years back. "We have got huge positive response and our viewership has reached 50 to 60 million," he added.

In France too, more than 75 percent of the airtime is dedicated to corona virus through information, education and entertainment, said Mr Frederic Alliod, who is a regional attache' for Film, TV, Radio and New Media in Cambodia, Laos, Myanmar, Thailand, and Vietnam.

In New Zealand, the Prime Minister herself along with relevant officials give press conference every day at a given time, leaving not much room for misinformation, said Dr. Amal Punchihewa, a media consultant (engineer) and an adjunct professor.

The Session was also live streamed on Facebook for those who could not register on time. In some organisations it was projected on a large screen so that more people could follow the Session.



Role of Public Service Broadcasters during pandemic

By **Jigme Thinley**
Programme Manager, AIBD

Amidst COVID-19 pandemic the role of Public Service Broadcasters (PSBs) has once again come to the limelight. It has not only become the source of credible information but also of education and entertainment. With lockdown in place in many countries, and avalanche of misinformation, the PSBs have become the 'go-to-source' for accurate information and voice of 'reassurances' in a difficult time.

It was the 'REBIRTH' of PSBs, exclaimed the Chief Executive Officer of India's Public Service Broadcaster, Prasar Bharati, Mr. Shashi Shekhar Vempati, during the virtual session held on 9th April, 2020. The unintended effect

of all this, he said, was that PSBs have become the most viewed channels and most 'responsible' in India. "Doordarshan is in the top of the charts in viewership," he claimed.

"There have always been a challenge to bring back families to watch television together, which was the case in the past," he said, adding that now, with this crisis, families were coming together, bonding together.

But, for how long, questions Dr. Kim Youngyiil, Project Manager of EBU and AIBD. After this pandemic, 'there will be economic downturn, advertising revenue for television will go down, and as it is there was numerous

challenges from private media and tech giants', he said. "What shall we do after this- to keep our prestige," he lamented.

Dr. Amal Punchihewa, a media consultant (engineer) and an adjunct professor based in New Zealand said the value of Public Service Media has gone up during this crisis and more efforts must be put in to remain relevant to the public. In recent years, many PSMs are focusing on education, which according to him is a good step forward. He said there should be 'interclusion' of services to sustain and remain relevant for many more years to come.

'Infodemic' amidst Pandemic

By **Jigme Thinley**
Programme Manager, AIBD



If there is one thing that is spreading faster than the corona virus, then it will be misinformation, rumours and fake news. This was the general consensus among the panelists and experts during the virtual COVID Response Session on the 9th of April, 2020. "There is a parallel epidemic- grappling with sheer volume of misinformation," remarked Mr. Shashi Shekhar Vempati, Chief Executive Officer of Prasar Bharati, India's Public Service Broadcaster.

The Chief Finance Officer of

Prasar Bharati and President of AIBD General Conference, Mr. Rajeev Singh, said the role of media had become even more crucial. "Besides its traditional functions of informing and educating, it now have to dispel all wrong notions, apprehensions and misinformation".

Dr. Ming-Kuok Lim, Advisor for Communication and Information, UNESCO Office in Jakarta said whenever there was a new situation or unknown situation, there would be misinformation. He said there was more of misinformation, where people share unwittingly with others, than disinformation. Disinformation is when people deliberately manufacture wrong information and share for various reasons.

He urged journalists to ensure that the information they were producing should be factually correct. He suggested that

media outlets should have fact-checking facility built into their system. "It is a process you have to start building it because when a pandemic like this strikes, at such speed, there is no time".

There is avalanche of rumours and fake news creating 'COVID Infodemic' in the society, said Dr. Liviu Vedrascu, WHO COVID-19 Asia-Pacific Liaison based in Thailand. He said the media should help dispel this and reach out quickly so that it doesn't distract from the response.

What are media outlets doing?

At Korea Broadcasting System (KBS), Dr. Kim Youngyiil, Project Manager of EBU and AIBD, said one of the reasons for instituting 'COVID-19 Integrated Newsroom' was to fight wrong information and rumours circulating in the society. "It is geared towards delivering actual information in a speedy manner,"

he said.

The Director General of Doordarshan News, Mr. Mayank Agarwal, said they have formed a WhatsApp Group involving DD News, All India Radio, and Prasar Bharati News Service, to bust misinformation and rumours. All the doubtful materials were screened and fact-checked, he said.

The Asia-Pacific Institute for Broadcasting Development is conducting a year-long research called 'Angkor Anti-Fake News' project. More than 60 questionnaires were collected from member organisations representing almost 20 countries. The outcome would be launched during its General Conference scheduled to be held in August in Laos. Based on the findings and recommendations various trainings and workshops would be planned to train journalists and news organisations.

AIBD COVID sharing session 2: Heads of Organisations & Representatives- 23rd April, 2020

By **Lee Lai Mee and Fathimath Leeza**

Chief Compliance Officer & Programme Manager, AIBD

In this session, titled COVID Response Session 2: For Top Management, 53 Heads of Organisations and Representatives from 18 countries joined the Virtual Session on 23rd April 2020.

In her opening remarks, the Director of AIBD, Ms Philomena Gnanapragasam, said 'this was a very apt meeting' as more than one-third of the world is

and still under lockdown and a session like this was needed to discuss and share experiences and content. She welcomed the delegates and gave a special note of thanks to H. E. Dr. Khieu Kanharith, Minister of Information, Cambodia, who had been supporting and observing all AIBD sessions throughout the pandemic.

Mr Rajeev Singh, Chief Financial

Officer, of Prasar Bharati and the President of AIBD General Conference, remarked that it was the broadcasters' responsibility to control fake news and it was equally important that the people and the leaders were given the right information, while keeping the people engaged at home so that the social distancing and lockdown remain effective.

Continued on next page



Presentation Sessions:

China Global Television Network (CGTN)

Ms Tian Wei, an Anchor at CGTN, presented with visuals of how reporters on CGTN reported from Chaoyang District, the epicentre of the virus transmission in China. She underlined the importance of avoiding politicisation of science issues to prevent racial discrimination and stigmatisation during reporting. She further added, 'every country is feeling fatigue and needed one world together to fight this pandemic'.

Korea- Korean Broadcasting System (KBS)

Mr Kim Wan-soo, Director of International Relations and Dr. Kim Youngyiil, Project Manager of EBU and AIBD, KBS, did a joint presentation, which focused on KBS's establishment of an 'Integrated Newsroom' to respond to COVID outbreak. Dr Kim outlined KBS's initiative to fight against 'infodemic' and misinformation with special kinds of programming. He stressed at KBS, facts are checked twice to avoid misinformation, and KBS

encouraged cooperation among community so as to have one effective voice and not to stir groundless news.

Australia - Australian Broadcasting Corporation (ABC)

Mr David Hua, Head of ABC International, spoke of how ABC has extensive experience with emergency broadcasting for cyclones, floods and bush fire disasters but had never handled pandemic before. He explained the journalists, exhausted from the coverage of months of bushfire during the Black Summer, got immersed into COVID-19 cases and how they were not prepared and did not know to identify what level of frequencies to trigger alerts. Nevertheless, he said, 'we have paced ourselves and work from home, even our radio programmes are hosted from home now and sport events cancelled'. As the result, he said, ABC is facing the problem of filling their broadcast schedule.

Russia-Russia Today (RT)

Mr Alexey Nikolov, Managing Editor, RT said Russia was

successful and lucky to have low mortality rate. He stressed it was important to let people know of the COVID situation and what the doctors were doing to combat COVID. He shared two video clips, which RT produced to show how doctors were working in the dire condition to save lives and how humour was used to produce Public Service Announcements to educate people to stay home.

Mr Ravindran Raman Kutty, Communications Practitioner and Consultant, Malaysia made a presentation on crisis management. He outlined the importance of prevention and readiness as the keys for pre-crisis, where policies and SOP are established, right operational and spokesperson appointed, and having a legal man and a crisis management team ready on hand as essentials.

During the Q&A session many countries voiced their concerns regarding the challenges broadcasters are facing during these times.

Mr Ismail Miakhail, General Director, National Radio and Television of Afghanistan (RTA) said that Afghanistan being a war-torn country has more challenges than normal especially in creating awareness programme, with conflicting information between the mosque, religious teachers and health facts about COVID. He supported the idea of creating a media hub and sharing of content.

Mr AHM Bazlur Rahman, Chief

Executive Officer, Bangladesh NGOs Network for Radio and Communication (BNNRC) underlined the importance of mobilising community radio as effective tool in reaching out to the community in Bangladesh especially in this unprecedented time of COVID pandemic.

Mr Riyaz Sayed-Khaiyum, Chief Executive Officer, Fiji Broadcasting Corporation (FBC) stated that while traditional broadcasters like radio are making a comeback, the lack of equipment and decrease in revenue has created tough environment. "We need to keep people employed and safe but revenue is dropping more than 90%. People are watching us but nobody is paying us." He said that with no money to produce new content, members should share content for free.

Many other member organisation reiterated the importance of engaging audience with positive reporting and content sharing among the members. And delegates from Nepal TV reinforced the concept of sharing best practices on crisis management and staff safety.



China Global Television Network (CGTN), Ms Tian Wei

Outcome of the Session

In an act of solidarity, all attending members agreed to participate in the content sharing endeavour proposed by AIBD. Although there are few limitations with the available languages, it was agreed that this offer will be extended to the rest of the AIBD members. The AIBD will facilitate this network to ensure success of the project. The President of AIBD General Conference suggested that AIBD should be the platform for content sharing, laying focus on copyright and have rules installed for members to upload and broadcast the shared contents.

The session closed with assurance from Ms Gnanapragasam that content sharing is the best way out for members in this trying times and AIBD will mobilise a mechanism for content sharing.

1. PUBLIC RESPONSIBILITY
Disaster broadcasting is crucial for the nation

- "COVID-19 INTEGRATED NEWSROOM"
- A programming concept that includes news, bulletins, documentaries, interview programs operating 24-hours a day.
- The interview programs with medical frontliners show positivity and hope for the audiences.
- Showing beyond statistics, putting realistic scenes.

2. SAFETY MEASURES IN KBS PREMISES
A safety protocol to reduce risks of infecting COVID-19

- Work from home.
- Those who work from home file a weekly work report. (Stay online to be connected)
- Wear face masks while in the KBS buildings.
- Practice social distancing
- Inform the supervisors if any respiratory symptoms occur.

3. GUIDELINES FOR COVID-19 NEWS
To maintain the prestige of public broadcasters.

- Accurate information is fact-checked twice to avoid infodemic.
- Broadcasters should encourage cooperation and trust in the communities.
- Deliver clear and professional messages, with transparent communication.
- Not to stir groundless fear.

SOURCE: WWW.REALLYGREATSITE.COM



Mr Riyaz Sayed-Khaiyum, CEO, Fiji Broadcasting Corporation

Content Sharing among broadcasters during pandemic- 30th April, 2020

By **Monica Phang**
Programme Manager, AIBD



Like in the first COVID-19 Response Session for Top Management, the second Session, on 30th April, also saw a lengthy discussion on content sharing among broadcasters. The Session was organised for different group of top management people. More than 20 participants from Asia, Pacific, Latin America, Africa, and Europe took part in the session.

The Head of Strategy International, Australia Broadcasting Corporation (ABC), Mr David Hua said ABC is willing to share their content. "For anyone interested in content including news, children, drama, education, feel free to contact me," he added.

"Public Service Radio Broadcaster like All India Radio (AIR) is ready to share its content with other broadcasters in the region", said Mr Sivakumar V, Assistant Director of Programme (Sports & International Relations). He also conveyed the suggestions made by the President of AIBD General Conference, Mr Rajeev Singh, that AIBD might like to consider setting up the content sharing platform for this purpose. "Shareable content will be

useful to members even after the pandemic abates," Mr Rajeev Singh had passed on the message.

Mongolia National Broadcasting (MNB)'s World Channel also expressed their desire to share Mongolian tradition and culture related content by exchanging with other broadcasters. The same was shared by the National Television and Radio Company of Uzbekistan (MTRK).

The idea of content sharing was first mooted by the Chief Executive Officer of Fiji Broadcasting Corporation (FBC), Mr Riyaz Syed-Khaiyum during the first session for Top Management and second in the series of COVID-19 Response Sessions that AIBD organised. In response to the suggestions, Director, Ms Philomena Gnanapragasam said AIBD could act as a coordinator and facilitator. "We can at best do just now is to link up among members to share content," she said. It would not be feasible, she added, to come up with a content sharing platform as there are lot of legalities involved in content sharing. "This is something we will take up in the future."

For now, she said that AIBD will draw up a workable mechanism to facilitate content sharing among members. "Forms would be sent out to all members to gauge their response on content sharing or exchange," she added, urging members to send the forms back so that the content sharing could be facilitated at the earliest.

The COVID-19 Response session also discussed in drawing up workable framework on guidelines for members to adopt in handling social disasters like this in the future.

AFGHANISTAN'S CHALLENGES AND STRATEGIES

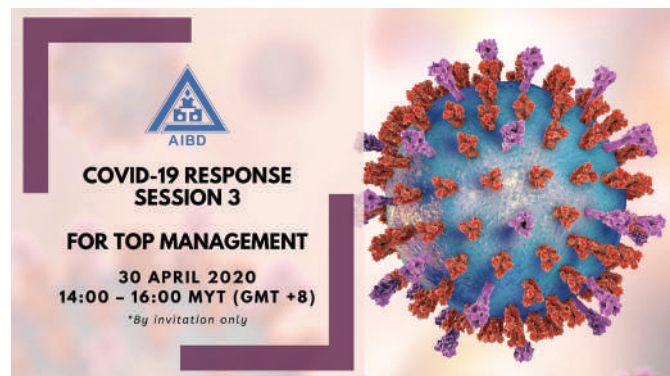
IN ERADICATING COVID-19

by Mr Mikhail Ismail, Radio Television of Afghanistan

<p>13,000 refugees in Iran coming in to Afghanistan daily, resulting in 70,000 refugees weekly</p>	<p>Created two special programmes at 2 o'clock and 4 o'clock called Corona to spread awareness</p>
<p>Religious leaders were passing different information from the broadcasters to the public</p>	<p>A few Corona characters were designed to answer and challenge question and myths from the public</p>
<p>The public had the perception that they were free from the pandemic only because they were Muslims and were encouraged to go to the mosque by social media</p>	<p>Province was under lockdown which established curfews for the public and awareness was prioritised before making services available</p>
<p>Televised debates with the Ministry of Religion happened, which lead to the country being stuck in phase one of the lockdown</p>	<p>Educational information is received by collaborating with the Ministry of Education, which interacted with students at school and college</p>

Content Sharing Outcome

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



One of the important outcomes of the COVID Response Online Sessions with the Heads of Organisations on 23rd and 30th April 2020 was the free content sharing among the members. Accordingly, AIBD facilitated this project in earnest.

The project started offering of programmes from East Asia Region: Phoenix TV, Hong Kong and CGTN, China on 13 May 2020; followed by Australian Broadcasting Corporation (ABC), Australia and Russia Today (RT), Korea Broadcasting System (KBS), Seychelles Broadcasting Corporation (SBC), Television America Latina (TAL), Brazil and Prasar Bharati (PB), India.

It was a free content sharing for members without any binding mutual exchange but the members were encouraged to share any possibly content/programmes to fill each other's organisational needs. However, it was essential that all respective

parties needed to discuss on their own; the issues concerning copyrights for rebroadcast (if any), any reediting or reproduction, and the way of transfer for the material/link.

As of June 2020, AIBD had sent out the list to all member countries and several member countries had responded: Afghanistan (RTA), Seychelles (SBC), Fiji (FBC), Maldives (PSM), Hong Kong (Phoenix TV), Brunei (RTB) and Mauritius (MBC) and even Australia (ABC). Brazil (TAL) had shown interest in the linkup for the materials as well.

To date, we are still receiving content for sharing from the members and AIBD will continue to facilitate. platform for this purpose. "Shareable content will be

A JOURNALIST PERSPECTIVE

HOW DID CGTN HANDLE THE COVID-19 CRISIS

By: Tian Wei, News Anchor of China Global Television Network

- TO FIGHT AGAINST INFODEMIC IN THE COMMUNITY**
 - Listen to the scientists and medical experts as they provide accurate facts and statistics.
 - CGTN provides scientific coverage with organisations like GAVI, New England Journal of Medicine, and various scientists from around the world.
- TO CEASE DISCRIMINATION AND STIGMATISATION TOWARDS CHINA**
 - "The Frontline"
 - A special program for COVID-19
 - Includes global discussions with medical frontliners, scientists, and lockdown stories.
 - CGTN covered the online charity concert "One World: Together At Home" performed by reputable celebrities from around the world.
- TO REACH OUT TO MORE AUDIENCES**
 - CGTN has converged broadcast media and social media.
 - Provides bilingual (Chinese, English) broadcasts.
- KEY MESSAGES FOR THE BROADCASTERS**
 - Public service broadcasters should stay united during this critical moment.
 - Work tightly to fight against the pandemic and infodemic.

SOURCE: [HTTPS://WWW.CGTN.COM/OPINIONS/COMMENTATOR/TIAN-WEI.HTML](https://www.cgtn.com/opinions/commentator/tian-wei.html)

Managing Cybersecurity during COVID-19- 5th May, 2020

By **Nabeel Tirmazi**
Programme Manager, AIBD



In collaboration with Prasar Bharati (India) and MDEC (Malaysia), AIBD organised a webinar on “Managing Cybersecurity during COVID-19” on 5th May 2020. Over 200 broadcasters from 30 countries attended the webinar.

Mr Sameer Sharma, Senior Advisor, ITU delivered his keynote on “Building trust in digital world @COVID19” in which he discussed the recent initiatives and achievements of ITU.

Renowned Cybersecurity expert, Mr Philip Victor, highlighted the importance of saving child netizens and how to make the internet a safer place for them. Mr Victor Lo and Dr Roshaliza Rosli discussed the Malaysian cybersecurity threat landscape with regards to the recent pandemic situation and how MDEC is trying to cope with the situation to minimize the impact. Mr Prinya Hom-Aek, President and founder of ACIS Professional

centre, delivered his presentation on effective BYOD (Bring your own device) mobile security policy.

Dr Pavan Duggal, Founder and Chairman of the International Commission on Cyber Security Law discussed various case studies related to IoT security and how different governments are devising laws and policies to cope up with various challenges.

Mr Manu Zacharia, CEO & Chief Mentor, HackIT Technology and Advisory Services delivered his presentation on the rise of ransomware and how different strategies can help cybersecurity officers to minimize the threat level.

Dr Amal Punchihewa, a broadcasting consultant from New Zealand, moderated the event.

The members and cybersecurity experts said the webinar was relevant and timely due to current

lockdown situation in most of the countries and where many broadcasters and journalists are working from home to broadcast their stories.

At the end of the session, Ms Philomena Gnanaprasam, Director, AIBD mentioned that this is the beginning, and series of regional workshops will follow to raise the awareness of cybersecurity in Asia-Pacific region among broadcasters.

David Hua
Head of Strategy International, ABC, Australia

IMPACT OF THE PANDEMIC ON AUSTRALIA'S BROADCAST

- WORKING FROM HOME**
All programming including radio broadcast will be hosted from home. TV guests would be moved to Skype. Australia being an enthusiastic sports country had to cancelled their events thus, bringing lots of holes to fill in their broadcast schedules.
- AUDIENCE FATIGUE**
Overwhelming Covid-19 coverage resulted in audiences growing fatigue. Audiences are bombarded with news of death, economy recession, people losing their jobs and the virus itself. Australia is quickly moving to a 10% unemployment rate double from a month ago.
- AUDIENCE NEED FOR EDUCATION AND ESCAPISM**
ABC's kids channels which usually plays plenty of cartoons and entertainment during non-schooling hours are now producing programs that were educational based on curriculum be useful to parents/teachers who were at home with their children seeking to have them entertained and educated!
- IMPORTANCE OF RECOVERY**
First rule of emergency coverage "you're no good to anybody else if you're no good to yourself". Also prioritizing mental well-being with mental health workers to check in and call various members of the team.

Crisis Communications- What You Should Know- 14th May, 2020

Contributed by **Ravindran Raman Kutty**
Communications Consultant, Malaysia



The recent AIBD Webinar on Crisis Communications was interesting as the participants from 19 member countries were intuitively listening and participating in the session.

It was moderated by Dr. Kim Youngyill, KBS Korea.

Crisis Communications 'is a significant threat to operations that can have negative consequences if not handled properly'. The threat is the potential damage it inflicts on an organisation, its stakeholders and the overall industry. Poor readiness and lack of preparations brings about serious operational, legal and long-term public relations consequences.

The current pandemic is being handled by almost every country in the world. Though all the

countries are doing their best to contain the crisis, some may differ in their approach.

There are three critical steps in Managing a Crisis:

1. Pre-Crisis Readiness
2. During a Crisis
3. Post Crisis

FIRST STEP: What is Pre-Crisis Readiness

It is about preparing the Standard Operation Procedures (SOP) and policies targeted at managing a crisis. Having completed a SOP and a Policy, the relevant people must be identified. The POINT PERSON, who is usually the head of Health Safety & Environment (HSE), a media trained person as SPOKESPERSON and a NEGOTIATOR from the legal department. Finally, dry runs using mock cases must be carried out to psychologically

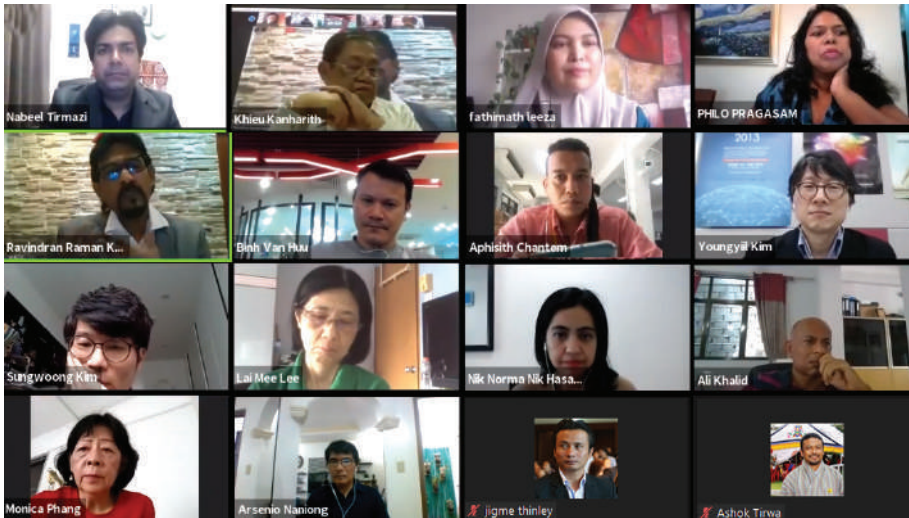
prepare the employees or the team who will handle a crisis.

SECOND STEP: What is the thing that you must do during a crisis?

During a crisis, clearly identify your priorities. The people involved or affected, their treatment, damages/protection of assets, personal protection equipment, overall safety and communications.

There must be absolute clarity in focusing on the issue and on the mitigation measures. The Crisis Communications team must be in full control, where all communications must be directed to the team. No one else should comment other than the assigned spokesperson. The ground facts must be verified by the legal person and point person. The message must be communicated with confidence, accuracy and empathy. It must be honest, transparent and the reasons must be simple, clear and logical.

There should not be any accusations, no one must be made scapegoats, coherent reminder on safety, if compensation is involved make sure it is fair and equitable and ensure that there are no excuses given at any



point of time. Be apologetic if necessary, please counter check with legal to ensure no issues with insurance later.

If necessary, alert the relevant government agencies, ministries or the cabinet and any international agencies such as the World Health Organisation (WHO) or the United Nation on the crisis.

THIRD STEP: Post Crisis Measures

Post Crisis measures include a comprehensive report on the crisis, based on the regulatory requirements/assessment, political, social, investor relations, public safety and public relations.

The Crisis Communications team must review the report and send it to the Board, Authorities, Ministries and media if necessary. As a proactive and constructive measure, it is good to engage a Public Relations consultant to study if there are any reputational damage and

start work on building the brand or the overall corporate image of the organization, country or service.

Basic Steps to Face Any Crisis

1. Be Prepared

Have a crisis communications plan in place BEFORE a crisis occurs. While it is impossible to plan for everything, having a template/framework in place ensures a swifter and more effective response.

2. Get trained

No matter how big an organisation or its status, the leadership team should employ properly media trained spokesperson to handle the media. This will be a boon in a crisis.

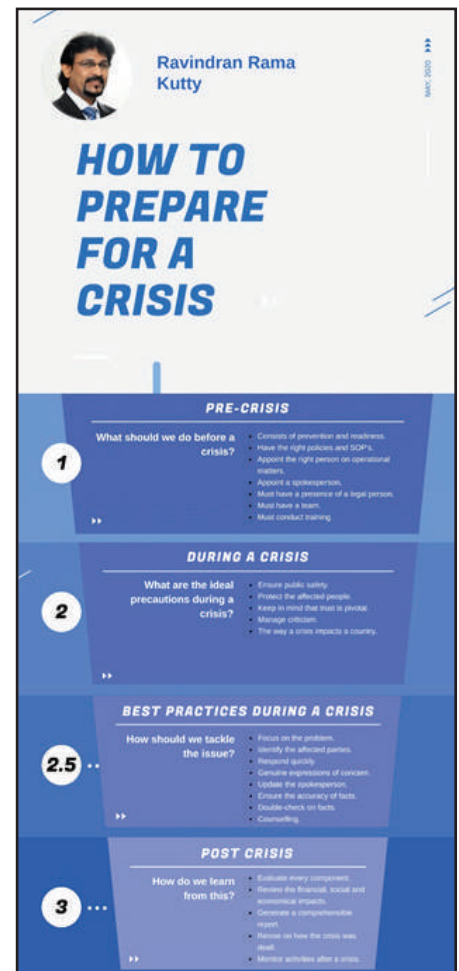
3. Be Accountable

All those involved in the crisis from start should take full responsibility. The leadership should show empathy and give assurance that they will go through the crisis together with all those affected.

4. Act

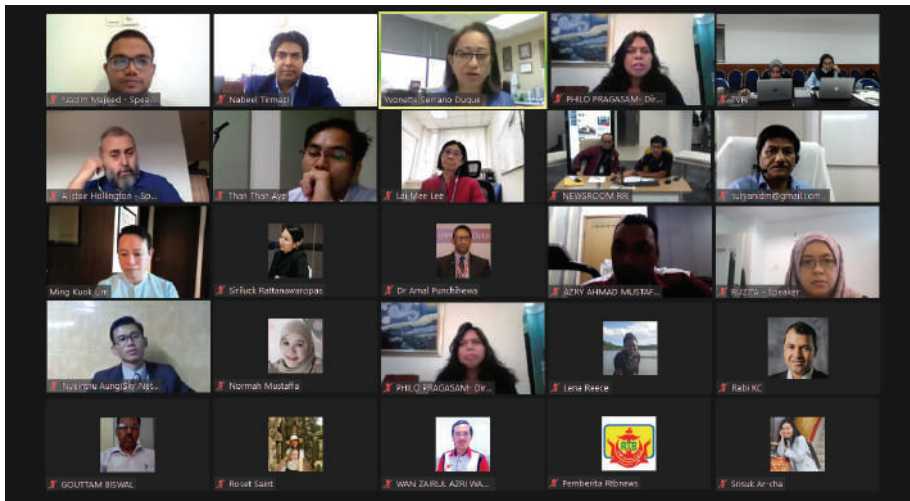
In the aftermath of a crisis, an organization must figure out how to rebuild its brand/economy/reputation/health status to regain the public trust.

Crisis communications is a planned act to mitigate and rise above an incident or accident. There is no "If's" or "Or's" in managing a crisis. Whatever that needs to be done to mitigate and resolve an issue must be done with the exercise of power, proper delegation and the necessary budget. A crisis too can be turned into an opportunity, if managed in a professional manner.



Safety for Journalist

By **Monica Phang**
Programme Manager, AIBD



Journalists need to anticipate various kind of potential risks that they would encounter while covering events. The Managing Director of Lazarus Training Ltd, United Kingdom, Mr Alistair Hollington said media organisations should plan and outline the basic of risk assessment before deploying their personnel to cover any events in the field. Sharing his expertise at a webinar on Safety for Journalists, he pointed out that ‘journalists should report the news, don’t be the news’.

He gave real-life examples of road accidents by stressing the importance of risk planning and assessment such as communication plans, transport plans, emergency plans and evacuation plans. “All these should become the Standard Operating Procedures (SOPs) as a culture of safety”, he added.

This is to ensure the resilience of media personnel from various perspectives including physical, mental, practical aspects, equipment, food, clothing and even first aids should also be looked into.

Delay, but don’t abandon

Another speaker, Mr Nadim Majeed from the Capital Maharaja Organisation Ltd, Sri Lanka spoke on safety precautions that investigative journalists and editors must take to ensure their safety while exposing corruption cases.

He said, “no story is worth your life, if there are serious safety risks or probability of violent reprisals, take a step back and re-evaluate the situation”. Mr Majeed suggested to delay the publication to re-assess the safety risks and come back to the story at a later date with the strategy ‘delay, but don’t

abandon’.

“Some of the precautions that the editors can take would be assessing the risks early, plan early, monitor continuously, and handling threats responsibly,” he said, adding that one should be ‘MEAN’ when it comes to following safety guidelines.

5 types of hazards

The Resident Trainer of National Institute of Occupational Safety and Health (NIOSH) in Malaysia, Ms Ruzita Mohd Shariff, said journalists must identify the 5 types of hazards they will be facing while discharging their duties.

She categorised these hazards as **Physical, Chemical, Biological, Ergonomical and Psychosocial**. Physical such as slip, trip and fall from electrical cables or wires; Chemical like chemical spill; Biological such as the current COVID-19; Ergonomical like awkward posture during coverage or manual handling of heavy load and Psychosocial such as threat, bully and sexual harassment.

She said once the types of hazards are identified, journalists can then assess the risk of exposure and how to control, prevent and protect themselves

under any circumstances. "Therefore, journalists must know how to balance between the requirement of work and the need to take care and protect themselves and their family members."

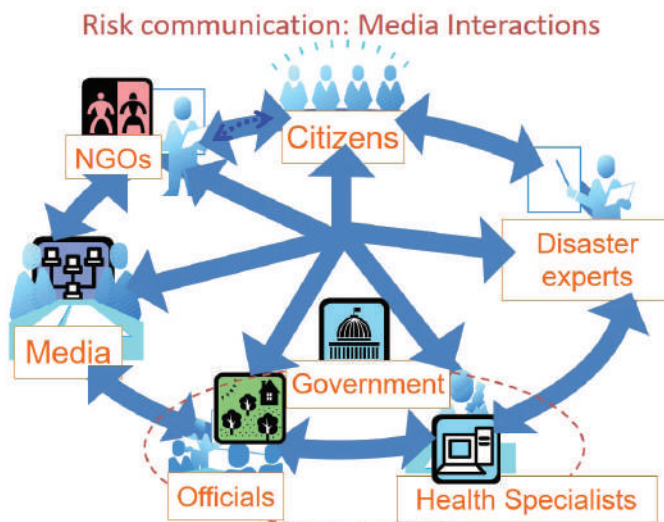
Invest in the resilience of journalists through MHPSS

Senior Public Health Specialist of the Asian Disaster Preparedness Center (ADPC), based in Bangkok, Thailand, Dr Yvonne Serrano Duquo, said Mental Health and Psychosocial Support (MHPSS), and Psychological First Aid (PFA) for journalists during emergencies, disasters and disease outbreaks is important.

"Most of the countries in this region do not have proper MHPSS guidelines for emotional and mental health care due to the lack of exposure," she highlighted.

Dr Yvonne described journalists as 'frontliners'. It increases their vulnerability to infections and diseases while discharging their crucial role.

"Journalists need to have a "SELF HELP PLAN" and following some recommendations to booster their immune system is always essential at all times," she advised. "It's OK not to be OK. Don't go beyond what you cannot do. Ask for help if you need to."



Risk Communications: Media Interactions

The Head of Geo-Meteorological Risk Management Division (GMR), National Institute of Disaster Manager (NIDM) in India, Dr Surya Prakash, said there should be a chain of two-way communications involving the Citizens, Disaster Experts, Health Specialists, Officials, the Government, Media and Non-Governmental Organisations (NGOs).

Dr Surya suggested using digital communications or technological means to gather information rather than involving oneself physically. This, he said, will avoid getting infected or infecting others as asymptomatic carriers.

Journalists should be frank in discussing their mental health issue

The moderator of the session, Dr Ming-Kuok Lim, Advisor for Communication and Information for UNESCO Office Jakarta, said journalists should be frank

in discussing their mental and physical health issues with their supervisors.

He said UNESCO and Reporters Without Borders have come up with a pocket-size guideline on safety for journalists, and urged all journalists, including freelance journalists to get themselves familiar with the guidelines.

He stressed that journalists, especially those going to dangerous parts of the world, must adhere to international norms and advices to protect themselves.

"The only constant thing in this world is 'change'. If you remain unchanged, you might be lost and find yourself drowned in the sea of change," he said.

In her concluding remarks, Director of AIBD, Ms Philomena Gnanapragasam, urged media organisations to play a crucial role in safeguarding the safety of their journalists.

ITU-WHO-UNICEF initiative delivers vital information on COVID-19

Contributed by **Sameer Sharma**

Senior Advisor to ITU's Asia-Pacific Regional Office



People's awareness and compliance with preventive measures is crucial to defeating COVID-19.

While over 3.6 billion people are still not connected to the Internet, mobile networks reach nearly 97 per cent of the global population. They represent the communication channel with the widest reach – and a crucial means for relaying critical, life-saving information regarding COVID-19.

Many countries made efforts to inform their populations about the COVID-19 threat by sending out messages to mobile phone users or replacing common ringtones with pre-recorded audios with COVID-related

advice.

Last month, ITU stepped in to support and scale up these efforts, to ensure that vital information on COVID reaches everyone, everywhere, including the most vulnerable and marginalized communities.

In collaboration with WHO and UNICEF, ITU reached out to ICT authorities and partner mobile network operators in the Asia-Pacific region to encourage the dissemination of preventive advice on COVID-19 using WHO-approved messages.

The messages are available to be delivered by Government institutions and telecom operators, free of charge, to mobile-cellular subscribers in a form of SMSs, voice messages, or other traditional ways that can help reach illiterate communities. In Myanmar, for example, the messages have been disseminated to citizens. They have also been translated into local languages to reach out to remote areas of the country.

Efforts are underway to launch similar initiatives in other regions, including Africa, the Arab States, and the Caribbean.

In many of these regions, the pandemic has not escalated to the extent that is observed in Europe and North America, and the timely, continuous communication of warning messages and preventive advice may play its role in reducing the impact of COVID-19.

The ongoing pandemic once again highlighted the importance of timely access to information as a fundamental human right.

COVID-19 has demonstrated the critical importance of connectivity.

The digital divide and the lack of connectivity remain the issues that need to be resolved to make humanity more resilient in the face of crises like COVID-19.

ITU remains committed to its mission of connecting the world and putting ICTs at the service of sustainable development.

Protecting Kids Online

Contributed by **Philip Victor**
Managing Director, Welchman Keen



“The coronavirus pandemic has led to an unprecedented rise in screen time,” said Global Partnership to End Violence Executive Director Dr. Howard Taylor. “School closures and strict containment measures mean more and more families are relying on technology and digital solutions to keep children learning, entertained and connected to the outside world, but not all children have the necessary knowledge, skills and resources to keep themselves safe online.”

The growth of online activities such as online games, watching videos, socializing with friends, and looking for information, are seeing children below the age of 12 years old spending a lot

of screen time. The Children’s Society in their report showed that social networking sites such as Facebook, Snapchat, YouTube, Instagram and Twitter has a requirement for users to be 13 years old and above, but despite this, 61% of young kids had their account created at the age of 12 years and below.

This will continue to grow with the growth of broadband connectivity globally. Statistics from the broadband Commission shows that mobile broadband saw one billion new subscribers added in five years since 2013. With the increase of online users, comes opportunity for cyber criminals to take advantage, especially new users and children.

One of the biggest concerns today is **cyberbullying**. Kaspersky found that 90% of teen agree that cyberbullying is a problem while, 63% said that it is a serious problem. In a recent U.K report, it was found that 60% of children who have used social media have witnessed some form of cyberbullying and most of them ignored that behaviour all together. Enough.org, in their statistics published, stated that, 47% of young people have been a victim of cyberbullying.

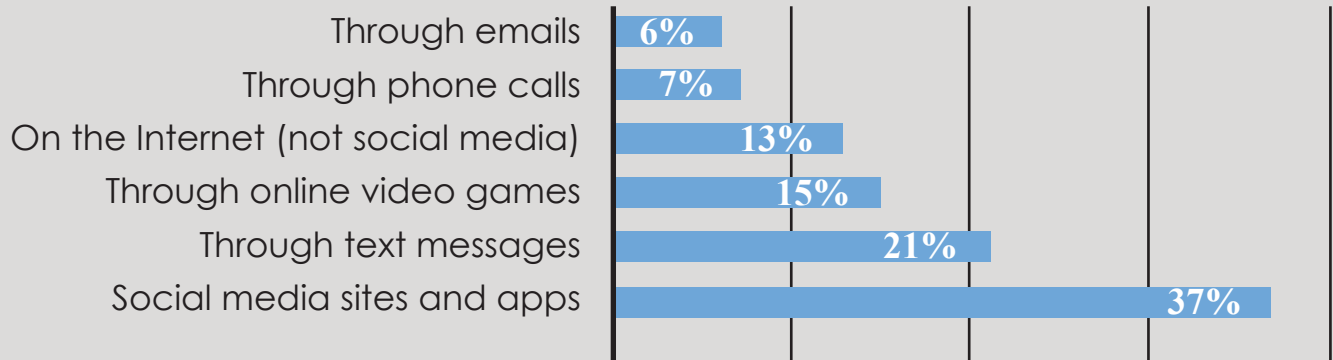
Harassment is one of the most common methods of cyberbullying and it involves send emails, instant messages, or text messages to harass, threaten or embarrass the victim. This could include posting rumours or fake messages of a person or posting embarrassing photos of them on social media sites such as Instagram or Facebook. This can cause the victim to be traumatised and may end up hurting themselves either physically or mentally.

The chart shows the most used methods for cyberbullying, with social media and text messages being the two highest platform. The rise of social media sites is also opening avenues for perpetrators to conduct cyberbullying as it has the largest number of audiences with kids and young people.

With the vast amount of information on the Internet, there is also the presence of **inappropriate materials** that are harmful to kids.

Online predators and criminals’ prey on children in their quest to **groom** them into performing something sexual or other acts that is deemed inappropriate

Locations Where Kids Reported Cyberbullying Happened



for the child. Childline defines grooming as building an online relationship between the predator and child with the intention of something sexual. By joining certain chatrooms or gaming sites, these predators will pretend to be of the same age group and lurk in these places, learning and observing different kids and their preferences, likings, and behaviour.

Parents play an important role to introduce their kids to safe sites and appropriate materials. Once they start school, educators must continue to educate and make them aware of how to use the Internet positively.

Parents must ensure the devices used by their children have the necessary tools and resources to filter and block inappropriate materials and sites. Devices must also use up to date anti-

virus, and patched operating systems to avoid any leak of information and privacy.

An important role that parents play is communication with their children. They must have open communication with their children and explain the dangers as well as how to deal with predators and online bullies. Looking out for signs of distress or any abnormal behaviour is crucial to tackle the issue early before it harms them. If possible, parents should place computers in an open area for their kids which allows them to keep a watch on their kids' activities.

Schools should have awareness campaigns highlighting the dangers of the Internet and how to avoid being a victim of it. Counselling services should be available at schools for children to have someone they can talk

to help them address any bad experiences they have had or to clarify it. Schools should integrate awareness into their curriculum from day 1 for children to learn the positive use of it as well as the different types of threats and how to prevent from being a victim of these threats.

While this pandemic is still ongoing, the dangers online is growing, and kids are at risk from predators and harmful materials. We must continue to protect our kids through the above measures and monitor their online activity and screen time. Last but not least, be a friend to your kids, spend time with them, communicate, highlight the dangers, and look out for signs of abnormal behaviour in them. Stay safe, keep our kids safe.

A Critical Role on a Bigger Stage

Contributed by **Tshering Wangchuk**
CEO, Bhutan Broadcasting Service



Bhutan woke up on the morning of 6th March 2020 to the reality of COVID-19. A little past midnight, the first COVID-19 patient was confirmed inside its border. A 74-year-old American tourist had tested positive. What Bhutan has dreaded since the outbreak had happened. Although it was imminent that the virus would eventually reach Bhutan, nevertheless, there was a glimmer of hope that the country's geographical isolation and strict checks at the entry points would spare it. At 9 am, the Prime Minister, Dr Lotey Tshering, made the announcement on the Bhutan Broadcasting Service (BBS) radio.

The BBS, as the national broadcaster and the only local television service provider, moved into action immediately.

It started with BBS committing five hours each on its two television channels for online classroom lessons. In addition to other government and private studios, BBS began recording teaching lessons in its studios. On 28th March the first lessons were broadcast on BBS. The BBS also offered free broadcast of COVID-19 related awareness programs and messages to the ministry of health.

Updates from the Prime Minister's office came regularly on the national television and radio, newspapers and on other social media platforms. In the first few days, the nation was kept informed on 'contact tracing' and testing of the people who had come in contact with the tourist. His travel companion, driver, guide and all staffs of the hotels he visited were quarantined.

Leaving the Palace, His Majesty The King toured the districts in the south and the east to personally check on the situation at hand. Much to the relief of the public, a press release from the government soon came confirming that all the people who had been in contact with the patient had tested negative. But the closure of schools continued, and Bhutanese returning from outside were made to undergo compulsory 21-day quarantine,

all expenses paid by the government. The rise in number of cases and deaths worldwide kept Bhutan taking precautions and making plans for the worst.

Meanwhile, His Majesty The King continued to tour the country. It was around this time that the BBS received a Royal Command to enhance entertainment programmes on BBS TV and Radio. With many people stranded at home, and many Bhutanese returning from other countries getting quarantined in designated places, the BBS reached out to artists and performers to enhance its entertainment programmes. The response was overwhelming with many showing solidarity. So on 26th March, the BBS presented a live programme '**Chik-Thuen**', meaning **Unity**, in addition to its regular entertainment programmes.

Chik-Thuen is still continuing with live programmes five days a week in collaboration with all associated with film and entertainment industry.

In order to engage the film and local production houses, the BBS awarded contract work to 45 film producers for short films expecting to engage the 400 plus members of the film industry. Dance fitness and



yoga programmes were brought on BBS TV to encourage the viewers to stay physically fit. BBS also awarded contracts to local producers to come up with educational programmes for BBS television, and a one hour-long compilation of music television was given to the singers, musicians and other crew of the film industry.

In the meantime, a third television channel is also in the process of being launched. Acknowledging the importance of education on the BBS network this channel will be solely dedicated for teaching lessons on television and for other educational programmes. The new channel is expected to be in operation soon with BBS having procured 95% of the equipment

already.

In the initial stages of the COVID-19 situation, the BBS expected that its role would be critical as the national broadcaster. By the end of May 2020, BBS had broadcast more than 400 news stories and 130 talk shows. However, the foresight of His Majesty The King enhanced the role of the BBS in the COVID-19 situation. It fell on the BBS to entertain the people, especially those in quarantine and stranded at home. Further, a Royal Command put BBS in a critical position to engage the film and entertainment industry, which was lying dormant. BBS received a supplementary budget to support all the activities.

The number of COVID-19

positive cases keeps increasing every day, but there has not been a single death in Bhutan. Many Bhutanese are returning from abroad following the pandemic, but the virus has been so far contained within the quarantine facilities.

His Majesty The King leads at the forefront, aspiring not to lose the life of a single Bhutanese to COVID-19. Meanwhile, the BBS continues to live up to its mandate to inform, educate and entertain the viewers and listeners as usual. The only difference this time - **the stage is much bigger, and the role more critical.**

Round the Clock Watch of the Covid-19 Outbreak

Contributed by **Youngyil Kim**
 Communications Officer, Korean Broadcasting System (KBS)



KBS Disaster Broadcasting has been in operation 24 hours a day since the outbreak, running the Covid-19 Integrated News Room. KBS is the primary disaster broadcaster which has public responsibility to deliver accurate information for citizens in times of natural or social disaster. The Covid-19 Integrated News Room is a strategic programming to

achieve such a goal to provide for the audience, not just with news and current affairs content but also with documentaries and in-depth analysis of the outbreak.

From January 20, 2020 when the first case of infection was confirmed, KBS launched the disaster broadcasting of first stage and transmitted information on the outbreak through news bulletins as well as scrolls. As the outbreak continued to spread during February, the Covid-19 News Room went on full scale disaster broadcasting, covering daily briefings from the Korea Centers for Disease Control & Prevention, and providing preventative measures and insights on medical teams at the frontline of fighting against the Covid-19. KBS has made it possible for the audience to have access to all kinds of information

necessary to deal with the pandemic and stay safe.

KBS disaster broadcasting of the Covid-19 has been online as well, administering an interactive service through which one can check the path of those who are infected and other information such as the daily toll and the rate of infection.

In a recent survey of media trust, KBS has been ranked as the most trusted media organization and a source of news, which is believed to have reflected the efficient disaster broadcasting of by KBS in times of national crisis.

A Virtual Studio of the KBS Disaster Broadcasting Center. The graphic shows the statistics of the Covid-10 in Korea over the last two weeks as of 23rd May.

Reliable Information through Community Radio

Contributed by **AHM Bazlur Rahman**
 Chief Executive Officer, BNNRC

In times of crisis, information saves lives. In the response to COVID-19, we see how vital it is to get accurate and trusted messages to people so that they know what they need to do and where they can get help when they need it. Now 18 Community

Radios stations in Bangladesh have been broadcasting 165 hours Coronavirus prevention education. There are 200 community youth and youth women working as community broadcaster.

Contribution: The COVID-19 demands cooperation among government, CSOs, local business communities, multi-stakeholders. The Bangladesh NGOs Network for Radio and Communication (BNNRC) is reaching out to rural communities



that can help look at the response through an equity lens, focus on people’s enhanced capabilities and follow a coherent multidimensional approach for achieving of the four specific objectives and probable broadcast contents below:

Objective-01: Enhance the capabilities of affected communities through an equity lens for adapting/coping/surviving with the new normal situation

Objective-02: Focus on enhanced capabilities of Broadcasters and Stakeholders for exercising new normal and building resilience

Objective-03: Accelerate of ICT applications for benefitting community people in all aspects of life

Objective-04: Effective access to reliable information through ICT and media for countering infodemic and keeping lives & livelihood easy

Key findings: Community Radio stations, as one of the source of information, is helping to raise awareness on COVID-19 and reinforcing Behavior Change Communication (BCC) by CSOs, government, health officials and locally elected bodies.

It is building awareness to change attitudes among community people at different points in their daily lives. It serves as a platform for those who involve

with life-changing information through the community radio. We continue to share stories of our work, and the work of community broadcasters and rural people, while also supporting communities in getting the information they need about COVID-19.

In this perspective, BNNRC has been working on COVID-19 covering with the following issues:

- Animate CSOs, government, health service providers and communities for reinforcing collective action.

- Keeping community people’s daily life normal and livelihood function

- Mobilise further cooperation among government, CSOs, local market and communities’ response

To this end, we are: Actively

distributing information and resources about how to plan and produce effective COVID-19 radio programming; creating spaces, such as social media groups, to give radio broadcasters a place to learn from each other; developing connections between broadcasters and health authorities in government, and civil society to ensure no misinformation is disseminated; reminding community broadcasters of the steps they can take to stay healthy; commend community broadcasters and other journalists for being on the front line and continuing to work in these conditions.

From 1st June, 2020 BNNRC has developed COVID-19: Adaptation Initiatives and Interventions according to Technical Instructions of the Ministry of Health & Family Welfare on COVID-19 Pandemic. It is to Protect and Control Social and Institutional Contamination

Continued on next page

in COVID-19 responses to update rural communities. They are also providing a channel for two-way communication with community people where listeners send SMS or call-in with questions. Community Radio stations have been coordinating with the District and Upazila level Coronavirus Prevention Committees. Community Radio stations have assigned one broadcaster in each radio stations as the focal person to coordinate COVID – 19 programmes.

Community Radio stations are broadcasting programmes on COVID -19 in local languages or dialects, and producing contents with localised issues and concerns, featuring trusted local people in a way that nationally

or regionally produced content cannot.

Implications: It is really working and having a very positive effect on rural communities. Community Now the people are taking precautionary measures to prevent the disease. People now understand more about the COVID-19. Community Radio stations have already been established a well-trusted source of information for rural people of Bangladesh.

Challenges and way forward

The social distancing & quarantine/isolation measures have caused massive pressure on the community radio sector extremely. Fundraising process have been cancelled and revenue through advertising is drying up,

cuts in grant-funded projects and many community radio stations have few or no cash reserve to tide them over situations like this.

Without swift, substantial and simple financial help from government, community radio stations will have to face difficulties in the coming days and weeks.

Community radio programming is an important tool in flattening the curve, tamping down panic in line with misinformation, disinformation, and extending advice and comfort to the people most affected —wherever they live.

The latest technological trends in broadcast and media industries during the crisis of COVID-19

Contributed by **Dr Amal Punchihewa**
ICT, Broadcast and Media Expert, New Zealand



Including all other industries, broadcasting and media industry have been undergoing changes

forced by COVID-19 crisis. Broadcasting has been playing a vital role during the lockdown and subsequent actions as always. Broadcasting was declared as an essential service while organisations managing appropriate methods and approaches not only to inform, educate, entertain but also to support the public when they are locked down to their homes.

broadcasting, which I have been advocating while other parallel developments are supported, the resilience of broadcasting at a crisis and emergency such as COVID-19, the role that traditional broadcasters (especially public service media) have been playing in the national education system for young generations.

The article reminds the value of

COVID-19 and responsible broadcasting:

In recent times television and media consumptions patterns changed notably due to rapid technological advancements. Over-the-top (OTT) services that offer content via broadband uses un-managed networks. The global pure OTT service providers reduced their bit rate within the same format to ease the congestion in respective countries, especially in India in the APAC region and EU region. Some of the broadcast organisations have issued guidelines and recommendations, once again especially to public service broadcasters. European Broadcasting Union (EBU) has issued some recommendations for public service media organisations as measures to mitigate internet congestion and to manage the potential impact of streaming media consumption during the COVID-19 pandemic.

These recommendations were approved by EBU Member representatives serving on the EBU's Technical Committee in conjunction with the members of the EBU Digital Steering Committee. Recommendations suggest to temporarily cap streaming bitrates at appropriate levels for different end-user devices, particularly during day-time, and that public service media organisations encourage audiences to consume their offerings over broadcast rather than broadband, and on fixed

broadband rather than mobile, where possible.

Public Service Media are the primary means of communicating with citizens in national emergencies. We can note that public service media organisations are playing a key role in managing the crisis – not only by continuing to inform, educate and entertain, but also by actively engaging with relevant organisations and the public to ensure that broadcast and broadband infrastructure is used in the most effective and efficient way. Public service media organisations encourage audiences to consume their offerings over broadcast rather than broadband, and on fixed broadband rather than mobile, where possible.

EBU Technology Publication R 149 as a technical recommendation is a good example of how a collective of broadcasters could respond to potential internet congestion issues that could be caused by higher media consumption and the increased reliance on online collaboration tools during the COVID-19 crisis despite the request was from the European Commission.

Obligations of public service media were demonstrated when weighing measures to reduce the impact of their services on the Internet. Subsequently, other media players including pure OTT service providers took

actions to reduce bit rates of their streaming services. In India, a service provider reduced the bit rate by 25% while maintaining the quality of service and format integrity as per usage plans with their customers.

Before the escalation of COVID-19 pandemic, media and broadcast industries were looking at several areas including IP in live productions, cloud and workflows, UHD TV, HDR, Cybersecurity, the spectrum for broadcasting, artificial intelligence (AI) in broadcasting, next-generation audio and digital audio broadcasting. However, with the emergence of COVID-19 broadcasters are looking at how we can mitigate threats to the staff of broadcast stations while discharging the duties of television and radio broadcasting.

We have been talking about working from remote for some time now and the current COVID-19 situation has forced the majority of work to happen that way. The concept of remote journalism has evolved and journalists are resourced to function while keeping social distances required by the COVID-19 management regime. To this effect, EBU has taken initiative and action to enabling Remote Journalism. This may include remote editing, live contributions and use of virtual private networks (VPN).

From Wuhan to the world- Phoenix Satellite TV's Coverage

Contributed by **Haibo HUANG**

Deputy Head of Phoenix Chinese Channel, Hong Kong



When disasters happen, like many doctors, nurses and soldiers, reporters from Phoenix Satellite TV and other Chinese media went the opposite way to the site of Wuhan immediately. It was our imperative responsibility to communicate the live updates from the disaster spots to the outside world.

Just two days after Wuhan lockdown, Phoenix sent two reporting teams- a total of six people to Wuhan from Shenzhen and Hong Kong. They all bought one-way tickets because once they entered Wuhan, they could not come out until the lockdown was lifted. The teams stayed until the end of the April.

During the time, it was the darkest moment when the number of confirmed cases in the area was increasing substantially every day and the invisible risk was permeating all around the

city. It was a battlefield without smoke of gunpowder.

Our reporters overcame many difficulties and risks, sending out the firsthand information from Wuhan to Chinese communities and global audiences.

For more than three months, the Phoenix reporting teams have made countless live reports and newsreels on various topics including: living conditions of local residents, the construction of designated hospitals, the expansion of Fangcang Hospitals (makeshift "square cabin" medical facilities), the unity of the residents of Wuhan to fight against the pandemic, medical supplies, medical assistance, traffic control, community control, and the arrival of Premier Li Keqiang and "Central Leading Group for COVID-19 Prevention

and Control" in Wuhan for onsite work.

Our report aimed to fully demonstrate the perseverance and resilience of the city of Wuhan during the pandemic.

Quantitatively, starting from late January, Phoenix TV has about 40 daily news pieces about the novel coronavirus broadcasting in the "Special Program to Fight Novel Coronavirus Pneumonia" and other news programs.

As of programming, Phoenix TV adjusted contents in a number of regular programmes. For example, "Focus", "Omni Talk", and "Premium Spectacular" are all fully revised to the pandemic theme, with a daily summary of the latest pandemic situation, a platform to deny rumors, and selection of the hottest pandemic





concerns of a day and the week.

When the novel coronavirus pandemic gradually spread around the world, Phoenix focused on overseas responses and feedbacks. Our correspondent in Geneva, where the WHO is located, has the most detailed and exclusive report out of all media outlets. These included exclusive interviews with the top WHO officials and UN Secretary General, Antonio Guterres, and many more.

Our reporters in the United States have asked exclusive questions on the pandemic in President Trump's press briefings. Phoenix TV is the Chinese-language media that has been valued by the US Presidential Office and other government departments.

In addition, reporters stationing in other countries including Iran, the United Kingdom, Japan, and France interviewed leading politicians and officials. Phoenix TV overall has made great contributions to the communication of information between China and the world and the elimination of misinformation and misunderstanding.

The frontline report of Phoenix has been universally acclaimed by global Chinese viewers. Many viewers have sent in messages through various outlets, saying that Phoenix is the most reliable source for them to obtain information on the pandemic. Even China's most authoritative medical adviser, Dr. Zhong Nanshan, revealed that he learnt about the changes of the pandemic developments in

Wuhan through Phoenix TV.

At the same time, Phoenix paid strict attention to the safety measures during our operation in the pandemic. We not only provided the top protective gears to our reporters in the frontline, but also constantly updated the precautionary guidelines for employees at the headquarter and staff all around the world. We increased the frequency of disinfection inside the office, and also strengthened measures by providing face masks to employees on duty, and adjusting shifts, implementing flexible working time etc. to guarantee safe working environment.

We are proud to announce, throughout the period till now, all employees of Phoenix reported zero infection of COVID-19.

Health and Broadcasting in the Asia-Pacific

Contributed by **K P Madhu**
Health Journalism Consultant, India



More than 70 years ago, when the WHO defined health as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity”, nobody knew that the health of citizens is directly linked to the health of national economies. But, in 2020, a viral pandemic proved the point beyond doubt. An insignificantly small virus put a brake on the supply chains of goods and services in our globalised world and isolated each of us from the rest. It was not just between national borders. Borders between provinces, villages and even within homes socially distanced us from each other.

At the same time, another pandemic of fear and anxiety was spreading through social media. Blame was the first reaction under the circumstances, as with HIV about four decades ago. But, unlike in the case of HIV, in this case, denial was impossible—anybody can be infected. None could disregard the rising statistic from countries across the world. So accusations, blaming other

countries, religions, political leaders, scientists, doctors, health workers, nurses and anybody who could remotely be related to the virus was the only outlet for the frustrations that had built up over time. Media channels that follow the dictum, “what bleeds, leads”, joined the din.

National broadcasters were totally unprepared for the crisis. Except for the statistic received from elsewhere, we had nothing more to offer. No interesting insights on the emergence of new strains of viruses, no clarity on the routes of transmission, no understanding of the pathology caused, no logic behind the processes set in motion to prevent transmission... We were unprepared.

The reason for this can be understood from the following anecdote. In February 2010, I was conducting an in-country workshop on Health for TV Producers in Indonesia. First I asked the participants what was more important for their viewers – politics, economics or health.

They were divided about the priority given to politics and economics. But there was agreement about health programming. It was the least important.

By the end of the workshop, the producers realised that every household with a TV also has some health problem or the other, at some time or the other,

and, hence, health programmes are more important than even politics or economics.

But producers only produce. Programming strategies and scheduling of programmes are done by personnel higher in the hierarchy. And since the health of citizens was not seen to be in any way connected to national economy, scant regard is given to telecasts of health information in most countries in the region.

However, the SARS-COVID 19 pandemic is adequate to convince all, across the board, that the capacity of broadcasters to deal with health issues needs to be built to the extent that it can take on any pandemic. Including the pandemic of fake news in social media.

If regular, evidence-based reporting on health issues is done and trust and credibility is built up among readers, listeners and viewers, then the transmission of fake news can be weakened. Social media should be dependent on broadcast media and not the other way around.

By sustained and consistent programming and production of health-oriented programmes we can reduce the drain on national economies caused by ill-health. The broadcasters of the Asia-Pacific region together serve nearly half of humanity. Though COVID-19 has divided us, it is only by coming together, that we can conquer the virus.

First Woman to head Fiji TV

In every edition of Broadcaster Magazine, we bring you an up-close, candid one-on-one interview, or profile of the head of one of our member organisations. In this edition we introduce you the CEO of Fiji Television Limited, Mrs. Karen Lobendahn.



Mrs Karen Lobendahn is the first woman to be Chief Executive Officer for Fiji Television. She was appointed on 1 June, 2017 after acting in the position from February 1, 2017 to June 1, 2017.

"I've been in the industry for over 20 years and I was very delighted to be appointed as the first female Chief Executive Officer for Fiji Television," she said. "For the company and I, it means that we have been acknowledged for coming through some challenging times and being able to transition well, improving our financial results which was possible through

persistence, teamwork and tough decision making."

Mrs Lobendahn said there were many moments in her life that required her to make a sacrifice, whether it was big or small.

"There were many hardships and trials along the journey as well that has moulded me and made me realign and adjust my goals as I went along, however, I believe that one must take full ownership of one's career & goals."

She said her role at the helm on a daily basis is tasked to drive, motivate, encourage and support the team members who are the movers and shakers within Team Fiji TV.

Mrs Lobendahn served as General Manager, International at Fiji Television Limited from June 29, 2015 to February 1, 2017 and served as its Acting Head of Content since December 16, 2014 and served as its Manager of Content.

She was recognized as Fiji's Women in Business Award Winner in 2018 and was announced as the Executive Women of the Year in

the Private Sector Award Winner. The Award also recognised her immense dynamic leadership par excellence and her in-depth knowledge in management, resulting in good and smooth running of the television company in the last two years.

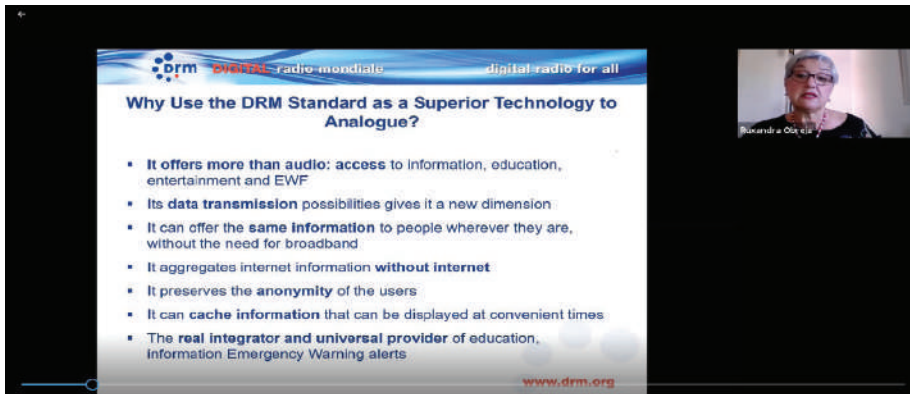
"This award is dedicated to my two children, my ever supporting husband and to my supportive and hardworking staff of Fiji Television," she said.

Mrs Lobendahn was inspired by the award which she believed would encourage her to deliver more in her leadership role. "Fiji Television has a young and vibrant team and I am really happy and very privileged to be given this award and thank you Fiji Television for recognizing the work that I do," she said.

Mrs Lobendahn is married to Fernando Lobendahn, a former long-time member of the Fiji TV team and has two sons, Calum and Aiden Lobendahn.

DRM- An Introduction to Efficient Broadcasting- 6th May

Contributed by **Rabi KC**
 Freelance Broadcast Consultant, Nepal



AIBD organised a webinar on DRM- An Introduction to Efficient Broadcasting, in collaboration with the DRM Consortium on 6th May 2020. The workshop was especially designed for the broadcast engineers/technicians who are associated with studio and transmitter department. In this case, denial was impossible—anybody can be infected. None could disregard the rising statistic from countries across the world. So accusations, blaming other.

The session was divided into two sessions; the first session focused on the aspects of DRM- its standards and its features. The presentations were made on the DRM key features like band usages, multi-programme capabilities, audio quality, multimedia capabilities, coverage potential and single frequency networking, audio-tuning and Emergency Warning Functionality (EWF). The usage of Radio during EWF, where normal programme is replaced by emergency programme and benefit over analogue to digital was also highlighted.

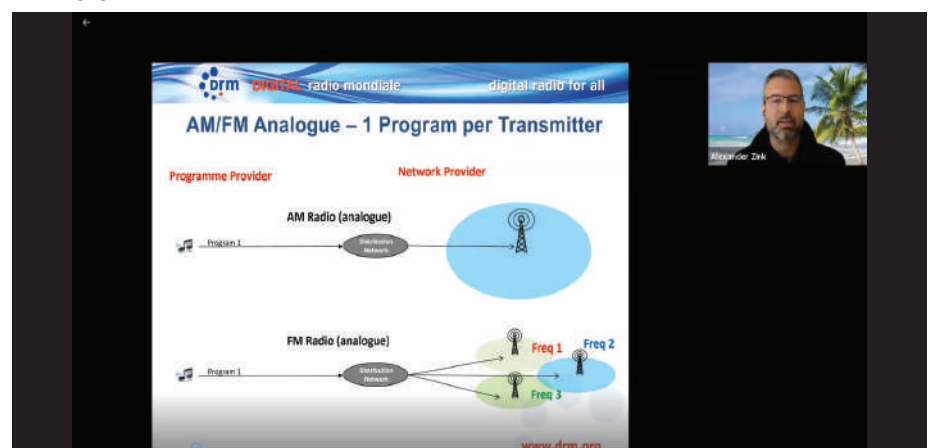
At the end of the first session, the participants interacted with the resource persons and raised their queries.

The second part focused on the coverage of DRM- local/regional and large coverage and energy efficiency. The role of DRM in the AM Bands for large area and international coverage, AM energy consumption, AM vs DRM, FM vs DRM in terms of coverage and the likes were also discussed. There was also a discussion on the benefits of broadcasting DRM in FM Band citing examples of DRM in Cars, Desktop Receivers and mobile phones. Over two million cars with DRM receivers are on road in India.

During the question and answer session the participants asked if DRM required license like other standards, the role of content servers and if one can feed several transmitters with one content server. Other questions referred to the benefits of up to three audio channels and one data in DRM on an existing or new FM frequency. Most participants took interest in the Single Frequency Network (SFN). They inquired about the possibility of having DRM on mobiles, simulcasting, the energy efficiencies delivered in DRM and the excellent and flexible DRM coverage possibilities.

Over 70 participants from the Asia-Pacific region participated in the two-part session.

The resource persons for the workshop were Ruxandra Obreja, DRM Chairperson, Alexander Zink, Vice-Chairman DRM Consortium, Radu Peter Obreja, Marketing Director, DRM Consortium and Yogendra Pal, Honorary Chairman, DRM Consortium based in India.



SPT Experts' Group Meeting

By **Jigme Thinley**
Programme Manager, AIBD



For the first time since 1998 a strategic plan document is in the offing for the Asia-Pacific Institute for Broadcasting Development (AIBD). It is being drafted by experts from the elected SPT member countries during 18th General Conference and Associated Meetings in Paro, Bhutan last year. The elected member countries are Cambodia, China, Fiji, India, Iran, the Philippines, Korea, and Thailand.

Based on the resolution of the General Conference, the Strategic Plan Team (SPT) Experts' Group Meeting took place from 19th to 21st February at Kuala Lumpur, Malaysia. The six experts were from Cambodia,

India, the Philippines, Korea, and Thailand. The experts from China, Fiji, and Iran could not make it to the meeting.

During the opening, the new President of AIBD General Conference, Mr. Rajeev Singh, from India said the broadcasting industry was going through rapid transformation and AIBD's role must also change to meet the demands of its members. He urged the experts to brainstorm every key aspect of changing media landscape and come up with a good document, which will guide AIBD and ultimately benefit its members.

The Director, Ms Philomena Gnanapragasam, presented the Institute's SWOT (Strengths,

Weaknesses, Opportunities, Threats) Analysis so that the experts could have clear insight while drafting on the document.

The Special Advisory Officer to AIBD, Mr. Jung Soeb BAE, presented an overview of the Strategic Plan Team. Mr Bae said several attempts were made to revisit and revise the 1998 SPT document but to no avail. "I was entrusted this responsibility ever since I joined the Secretariat on secondment. With the help of experts from my country, Korea, I came up with a document in 2018. However, due to various reasons it wasn't endorsed by the GC," he said.

Mr Bae added that the 1998

document was drafted during the initial cyber age. "Now, we are in the fourth industrial revolution". He said that after so many years a roadmap is being charted out by the members, and for the members.

The Director General of Philippine Broadcasting Service and Vice-President of AIBD GC, Mr Rizal Giovanni Apotadera Jr, said the session was worth every minute spent on sharing and inputs. "We are happy with the outcome, considering the time given. We hope that this effort would greatly benefit the Organisation". "Learnt a lot, and thoroughly enjoyed the esteemed company of some of the best brains in the region," said Mr. Siva Kumar,

Assistant Director of Programmes (Sports and International Relations), All India Radio, India. He was the moderator of the meeting.

The rapporteur of the meeting, Mr. Sungwoong Kim, a Research Fellow and Policy Analyst from KISDI (Korea Information Society Development Institute), said "I hope our efforts can be a valuable legacy in AIBD history". Ms Wanpen Upton, Executive Director of Foreign Service, Government Public Relations Department of the National Broadcasting Services of Thailand (NBT), said that it was a great experience for her having joined a talented team 'mapping out proposed AIBD future direction'.

The document will be further reviewed and will be presented during the 19th General Conference in Laos for endorsement.

The 1998 SPT Document

The 1998 document, known as the 'Strategic Plan for the Asia-Pacific Institute for Broadcasting Development' was endorsed by the 24th Governing Council (as it was known then) in Tehran, Iran. The SPT members were from China, Fiji, Germany, Malaysia, and Pakistan.

The document provided a holistic roadmap for AIBD, keeping in mind the needs and requirements of the time then.



Reporting on Health Issues: Training for Emergencies and Outbreaks

By **Fathimath Leeza**
Programme Manager, AIBD

As the COVID-19 virus was spreading fast across nations AIBD realised that the situation was getting worse (WHO had not declared as pandemic then), and there was a need to acquaint journalists to deal with the worsening situation. Therefore, AIBD organised a half-day In-Country Seminar on 'Reporting on Health Crisis: Training Journalists for Emergencies and Outbreaks' on 28th February, 2020.

The Seminar was organised with support from Ministry of Health, Malaysia & National Institute of Health (NIH), World Health Organisation (WHO), National Institute of Occupational Safety and Health (NIOSH) and Asian Disaster Preparedness Center (ADPC) based in Bangkok, Thailand.

There were five speakers highlighting different areas of focus within health crisis reporting. Dr. Cory Couillard, Consultant with WHO gave presentation on the current situation and emphasized the role of media on public health and risk perception.

Ms Khairulnissa Abdul Kadir, Health Education Officer at National Institute of Health (NIH) elaborated upon the public behavioural aspect and importance of disseminating



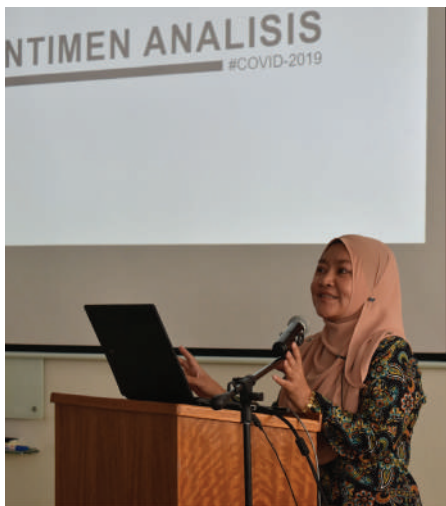
accurate information at the correct time.

The third speaker of the event, Dr Yvonne Duque, Senior Public Health Specialist at Asian Disaster Preparedness Center (ADPC), Thailand gave an overview of the standard of procedure for Disaster Risk Preparedness from an international perspective, and Ms Ruzita binti Mohd Shariff, Technical Expert with Department of Education and Training at National Institute of Occupational Safety and Health (NIOSH), Malaysia, gave presentation on the key factors to ensure safety and health for journalists during crisis reporting.

The final speaker was Assoc. Prof. Dato Dr. S. Vellayan, consultant avian, exotic reptile, wildlife

and veterinarian, gave brief presentation on the importance of research and history of pathogens while reporting.

Forty-five representatives from 18 organisations attended the Seminar, among them were reporters, bloggers, content creators, senior management from Ministry of Health, National Institute of Health (NIH), World Health Organisations (WHO), National Institute of Occupational Safety and Health (NIOSH), Asian Disaster Preparedness Centre (ADPC) AI FM, Department of Information Malaysia, KKMM, KL FM, News Strait Times, Radio Klasik, RAKITA, RTM, Selangor FM, Sin Chew Daily, SPR (Radio), The Star, TRAXX FM and UN University.



The event helped the journalists and content creators gain deeper knowledge on the COVID-19 virus and explore methods on how to report on health issues to ensure greater public awareness. According to the participants, the biggest take-away was the knowledge shared by the speakers/experts on what was the current situation then (WHO), public behavioural changing, and preparedness and safety tip for journalist covering crisis situation on location among others.

After the seminar, the participating journalists joined Dr Cory Couillard for an interactive table-top session on social responsibility of creating

ethical, accurate, objective and balanced news that minimises sensationalism. Dr Couillard went through some examples and exercises that generated alternatives headlines and media packages which presented a clearer picture to the public.

The participants went through risk communication and risk perception practical training, which helped them focus on emergency response, with real-time exchange of information, present advice and opinion between experts, community leaders, officials and people at risk.

The session ended with group work on tailoring communication

to people's perception of risk: increase the emotion people feel about an issue to bring it into line with the actual risk; how to ensure greater awareness and alertness while managing public fear and outrage.

At the end of the event the information and feedback gathered helped to create a blueprint for future activity on the subject which would encourage media to navigate health crises with as little mishaps as possible, while exploring best practices and SOPs, which could be modified to fit culture and scenarios in the respective countries.

Seminars on Combating Disinformation

By **Nabeel Tirmazi**
Programme Manager, AIBD



In continuation to AIBD’s efforts regarding creating awareness among media students on recognising the challenges of disinformation, AIBD organised two half-a-day seminars at Inti Nilai International University in Nilai, and SEGI University, both in Kuala Lumpur, Malaysia.

Thirty-five students from mass communication department participated in Inti Nilai University on 11th March 2020 while 35 students of various faculties including mass communication participated at SEGI University on 13th March 2020. The aim of these seminars was to educate the students on identifying fake news and its impact on societies.

Dr Rama Chandaran Ponnar, senior Broadcaster and media trainer along with Mr Nabeel Tirmazi, programme manager, AIBD, delivered their presentations on the subject.

Mr Nabeel Tirmazi spoke on various kinds of disinformation circulated through the internet

and the architecture of such campaigns. He also discussed the psychology behind sharing ‘half-baked’ or ‘unauthentic’ information by social media users.

Dr Rama Chandaran Ponnar discussed various case studies from Libertarian to Authoritarian societies and how spin doctors or propagandists create unrest in their respective societies. He also mentioned that media should act responsibly before disseminating news and should confirm directly from the relevant authorities and departments.

In both events, consultants persuaded the students to take an active part in society as a socially responsible citizen to educate masses on how they should consume the new media and traditional media.

Both workshops were appreciated by the respective universities and students agreed that in the age of ‘infobesity’ it is hard to distinguish between actual news and misinterpreted news.

Ms Cheryl Witha, Senior Lecturer at Inti Nilai University, commented that mass communication students should think about all the relevant stakeholders while writing a particular story to avoid any kind of biases, this habit will be beneficial for them in their practical career.

Dr Ng Miew Luan, senior lecturer at SEGI University stated that such workshops are important for the media students to shape their career as a credible professional by following the best and ethical journalistic practices.



Fiji's preparation for Broadcast seamlessly integrated to broadband delivery

Contributed by **Dr Amal Punchihewa**
ICT, Broadcast and Media Expert, New Zealand

Fiji, officially the Republic of Fiji is an island country in Melanesia, part of Oceania in the South Pacific Ocean about 1,100 nautical miles northeast of New Zealand's North Island. Its closest neighbours are Vanuatu to the west, New Caledonia to the southwest, New Zealand's Kermadec Islands to the southeast, Tonga to the east, the Samoas and France's Wallis and Futuna to the northeast, and Tuvalu to the north.

Fiji consists of an archipelago of more than 330 islands—of which 110 are permanently inhabited—and more than 500 islets, amounting to a total land area of about 18,300 square kilometres.

Due to spread of population in islands and difficult terrains,

the broadcasters are faced with challenges delivering media and broadcast content. Fiji commenced its digitalisation of terrestrial delivery of broadcast in early part of last decade. In 2013, with the assistance of International Telecommunication Union (ITU), Korean Communication Commission (KCC) and Australian Aid programme prepared a road map of digital terrestrial television (DTT) in Fiji. Then the Fiji government initiated the development and a deployment of DTT network. Currently it covers all major cities and population reaching majority of households. The common integrated infrastructure provider (CIIP) enables true benefits of making transition to digital. The advancing compression

and multiplexing technologies have enabled to use the limited natural economic resource of frequencies more efficiently and effectively. Fiji managed to leapfrog to DVB-T2 second generation technology that provides over 50% capacity gain over the previous generation of DVB-T1.

Traditional broadcasting lacked the high level of interactivity not having a return channel. The broadband provides the audience to interact with media having also an opportunity to access content on-demand. As the Walsei - the common integrated infrastructure provider that provides DTT, direct to home (DTH) satellite broadcasting service and online delivery platform.



Nearly a week long deliberations were made in Suva to identify media and broadcast needs of the incumbent media and broadcast stakeholders in Fiji. The government organised and hosted event that was facilitated by Asia-Pacific Institute for Broadcasting Development (AIBD). Two experts from New Zealand and South Korea facilitated the event.

As an outcome of the event, a number of recommendations were made to the government of Fiji. The deliberations also provided all stakeholders with current broadcast and media trends, challenges, issues and opportunities.

One of the key observations is the general consensus shown by all stakeholders on the value of Walsei as the CIIP in Fiji. During discussions and the workshop to share the advantages of having an Integrated Broadcast-Broadband (IBB) technology incorporated into Walsei platform. An IBB technology such as HbbTV-Hybrid broadcast-broadband Television has been adopted in New Zealand, Australia, Singapore, Malaysia and many European nations. It was noted to have a complete analogue switch off by setting some realistic target date. As an example when New Zealand switched of analogue television broadcasting, signal reached 87% of population. The balanced 13% relied on direct to home (DTH) over the air (OTA) broadcast via satellite. However, broadcasters need to assure people have access to television

broadcast via a set-top-box or any other mechanism. Walsei has already deployed DTT and DTH set-top-boxes (STB).

The government also assisted needy via subsidy scheme (Fijians can also get Walsei set up boxes for free if their household income is less than \$30,000 a year) to acquire a STB. Over the AIR (OTA) broadcast signal of Walsei has already been made available online where Fijians can access the content as over the top (OTT) service. Based on current estimates more than 400,000 Fijians in the country have downloaded the Walsei app.

The government considers Walsei as a massive initiative by the government to provide television services to all Fijians. The Walsei platform will soon provide services that are beyond television. According to ministry of Communications, Fijians will soon be able to receive data which will be useful during natural disasters through the Walsei. The Walsei platform also now uses satellite for DTH and Walsei will be able to enable data

return path from people.

The Walsei has the capacity to introduce local channel that will broadcast programmes from the Agriculture and Education sectors. The government also indicated its desire to switchover from analogue to digital television as early as next year. The government aims to complete the switchover over a one-year period, where the entire country will become digital. Fiji will become the first country in the Pacific to achieve this. As a result of the reallocation of the frequencies, other services such as mobile broadband can be improved. Fiji also has a cable landing in Vanua Levu which has resulted in a speed of connectivity to increase by 100 percent. This has boosted the opportunities for the ICT sector in Vanua Levu.





AIBD in collaboration with Prasar Bharati and NABM organised a Sub-Regional Workshop on Studio and Newsroom Automation in Delhi, India from 11-17 January 2020. The workshop showcased file based solutions adopted in TV program and news production. Technical aspects of the file based workflow was also discussed in detail. About 27 participants including six foreign participants from Bhutan, Myanmar, Seychelles and Sri Lanka attended the workshop.

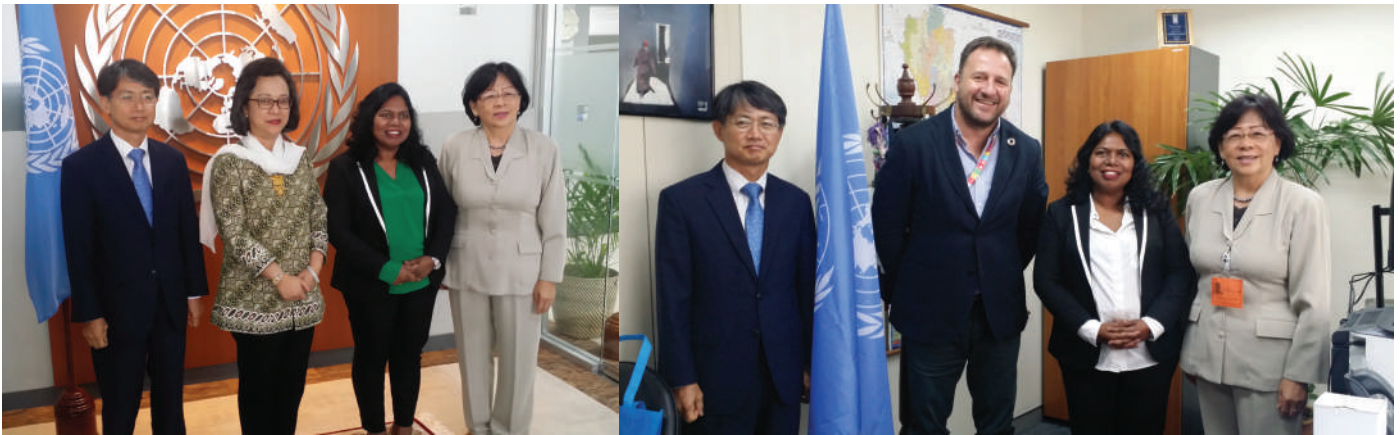


Eighteen news editors, producers and reporters from Pakistan TV News and PTV World participated in this event which was focused on how to minimise the impact of disinformation on 18th February, 2020. Managing director, Mr Aamir Manzoor and Chief of News & Current Affairs of PTV, Ms Katrina Hussain were also amongst the participants. The discussion examined various challenges of linear and online broadcasters and analysed different case studies from other countries to counter the negative impact of disinformation and misinformation disseminated through new and traditional media. Dr Rama Chandaran Ponnai, senior Broadcaster and media trainer along with Mr Nabeel Tirmazi, programme manager, AIBD, delivered their presentations on the subject.



Ideas. A must for all producers and directors to be able to come out with. Failing which they should not be in this industry. That's the crux of the three-day workshop jointly organised by AIBD and Radio Television Brunei (RTB) at RTB's Training and Development Centre, Bandar Seri Begawan, Brunei Darussalam from the 25th February to the 27th February 2020. The In-Country Workshop on 'TV Programme Proposal Preparation and Pitching Techniques' was to provide opportunities for the nine participants to spur their imagination further and act as a catalyst for them to come out with better programme concepts for the station. The Workshop was run by Zohara Gany Mhd Bathusha of ZGB Media Sdn Bhd.

Fostering Relationships: Director's Goodwill Visits



Pic.1

Pic.2

Pic. 1 With the Executive Secretary of United Nations Economic and Social Commission for Asia and the Pacific (UN-ESCAP), Ms Armida Salsiah Alisjahbana (second from left). The Executive Secretary said that AIBD could play a lead to amplify the UN-inspired 17 goals of the SDG through its wide-media membership in the Asia-Pacific region. She added that UN-ESCAP would like to capitalise on the vast media networks of AIBD to tell its story.

Pic.2 With the UNDP Resident Representative to Thailand, Mr Renaud Meyer (second from left). Mr Meyer also expressed the desire to work with AIBD to address the current pertinent issues including violence against extremism. He noted that with the advent of digital technology, violence against extremism is getting rampant via the social media multi-platforms.



Pic.1

Pic.2

Pic 1. With Deputy Regional Director, Ms Valerie Cliff (centre), of UNDP Regional Office for Asia-Pacific in Bangkok. The Office said they would study AIBD's proposal in advocating the UN-inspired Sustainable Development Goals (SDGs). She commended AIBD's initiative in spreading the work of SDGs in content development.

Pic 2. With Senior Advisor to International Telecommunication Union's (ITU) Asia-Pacific Regional Office in Bangkok, Mr Sameer Sharma. The two organisations agreed to work together in the field of technology. AIBD Director and her team comprising of Special Advisory Officer, Mr. Bae Sung Joeb, and Programme Manager, Monica Phang, paid a goodwill visit to Thailand from 3-5 February, 2020.



With the top management officials from the Government Public Relations Department of the National Broadcasting Service of Thailand (PRD-NBT), on 5th February, 2020. They proposed AIBD to help in conducting/coordinating training workshop in six priority areas. The six priority areas are: Digital Radio Production and Editing; Effective Storytelling for Digital Media; Creativity for Digital Contents; Podcasting; New Media Production on Different Platforms and Social Media Programming Strategies.



The Asian Disaster Preparedness Center (ADPC) is an inter-governmental organisation focusing to help reduce the impact consequences of natural disaster. Its Executive Director, Mr Hand Guttman said ADPC and AIBD should work together more to achieve a common goal. AIBD Director paid a goodwill visit to Thailand from 3-5 February, 2020.



With top officials from Thai Public Broadcasting Service (Thai PBS). Its Director General, Dr Wilasinee Phiphitkul, said AIBD could help coordinate workshops on strategic management to change the mind-set and workflow of the station's personnel brought about by digital convergence.

Fostering Relationships: Director's Goodwill Visits



Pic.1



Pic.2

Pic 1. With the then Honourable Secretary, Ministry of Information and Broadcasting (MIB), Mr. Ravi Mital, during the Director's first official visit to India, from 14-17 January, 2020. He shared his insight on the changing trends of media in the digital age. He outlined the efforts by the Government of India on working closely with the international media organisations in the region.

Pic 2. With the Chief Executive Officer of Prasar Bharati, Mr. Shashi Vempati. Mr. Vempati shared his views and knowledge on how to drive and monetise an organisation with an aging workforce.



Pic.1



Pic.2

Pic 1. With officials from the Doordarshan. Pic 2. With officials from the All India Radio.



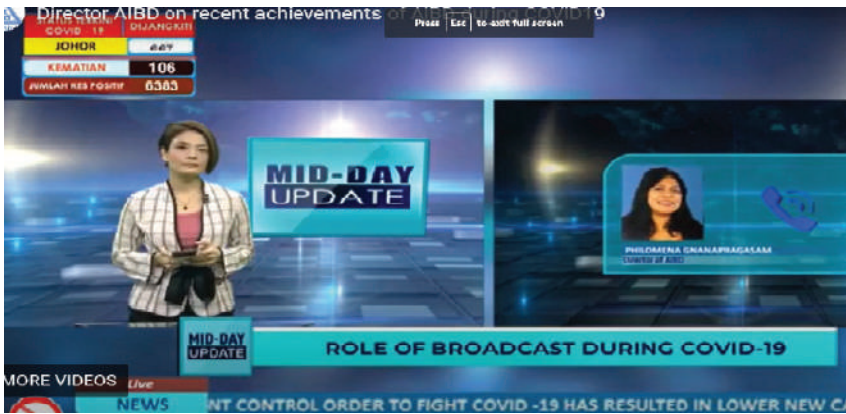
Pic.1



Pic.2

Pic 1. With the Chairman & Managing Director of Broadcast Engineering Consultants India Limited (BECIL), Mr George Kuruvilla. The BECIL is a full member of AIBD. The BECIL agreed to support AIBD in providing trainers/experts and consultancy for AIBD member countries in the field of broadcasting, telecommunications for the media and technology development in the region.

Pic 2. With the Additional Director General of NABM, Gp Captain Ashok Nigam. The two discussed on possible collaborations in future training activities, amongst which is Drone Camerawork workshops, and sending NABM trainers to needy member countries.



Pic.1



Pic.2

Pic 1. Ms Philomena Gnanapragasam, Director, AIBD discusses the recent initiatives & achievements of AIBD during COVID19 crisis, and how institute is helping regional media organisations. This interview was broadcasted by Bernama TV Malaysia on 6th May 2020. You can listen to the interview here <http://www.aibd.org.my/node/6777>

Pic 2. 'Protect your child from online predators' an article written by Qishin Tariq of Star News, Malaysia. The article is based on the webinar that AIBD organised for our members- Managing Cyber security during COVID-19. You can read the article by clicking on the link <http://www.aibd.org.my/node/6786>



Pic.1



Pic.2

Pic. 1 AIBD's first ever COVID Response session was featured in several national media in the region. Here in the picture 1, is the screenshot of the coverage done by the Radio Television Brunei (RTB). Ms Philomena Gnanapragasam.

Pic. 2 Speaking to RTB on AIBD's roles and responsibilities to bring its members together during a pandemic like this.

Tribute



Having successfully served for three years as the Special Advisory Officer to AIBD, Mr. Jung Seob BAE, has left for his home country, Korea. He was on deputation from Korea Communications Commission (KCC) for three years. Prior to that he was serving as the Director General of Broadcasting Infrastructure Bureau, KCC.

Mr. Bae was instrumental to AIBD in many ways. He has helped the Secretariat devise strategic plans and policies for the betterment of its members. One of the notable outcomes of his tenure is the formation of Strategic Plan among members, which would chart the roadmap for Secretariat's growth. The AIBD Strategic Plan document, drafted by the

Tribute

experts from elected member countries, is under review and will be presented to the upcoming General Conference for endorsement. This was also one of his key initiatives.

Mr. Bae was involved in all the major conferences, including Asia Media Summits and General Conferences, giving his valuable advices and directions. He also brought in lot of sponsorships and projects from Korea, benefitting the members at large.

Mr Bae will remain as advisor to

AIBD for another two years. He will work remotely from Korea.

A man with humility, integrity and wisdom he is certainly an asset to AIBD. Ms. Philomena Gnanapragasam, Director of AIBD, says he is a wonderful friend and a mentor to everyone. "I am privileged to have started my tenure as the Director with him by my side," she says.

Having passed the National Entrance Exam for Senior Government Officials and New York Bar Exam Mr. Bae held

several key positions in the government. He also served as the First Secretary to the Permanent Mission of the Republic of Korea in Geneva.

Mr. Bae has a MA degree in Public Administration from Kangweon National University, Korea and a law degree from the University of Kansas School of Law in the United States.

AIBD Secretariat wishes him good luck in his future endeavor and to continue assisting AIBD remotely.



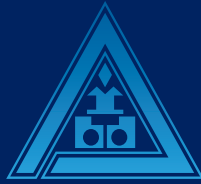
Mr. Yashpal Singh, known to many as Y.P Singh, retired successfully after serving for 32 long years, from All India Radio (AIR), under Prasar Bharati, India's Public Service Broadcaster. His last post was Assistant Director, Programmes and International Relations in AIR, the post which he held since 2003. He also served in the International Wing of Prasar Bharati from 2007 to 2011.

During his tenure, he successfully organised many international events like the Commonwealth Broadcasting Association's General Conference in 2006, Radio Asia Conferences in 2010 and 2011, ABU General Assembly & Associated Meetings in 2011 and other AIBD and ABU events including many in-country workshops. He was among the nodal persons for most of these events and played a crucial role in coordinating and organising these events successfully.

For AIBD, he had been a great ambassador, linking India to other member countries. The relationship between AIBD Secretariat and India improved and it was the testimony of his hard work, dedication and above all his perseverance. Under his guidance and assistance AIBD could conduct many regional activities in India.

He was instrumental during the Asia Media Summit in India in 2018. As the host and member of the organising team he went out of his way to make it a great success. In deed it turned out to be an enriching Summit, full of learning and many fond memories to cherish of.

The AIBD Secretariat would like wish him a happy and prosperous life ahead.



AIBD

Asia-Pacific Institute
for Broadcasting Development

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

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