

# ABU members among top winners at Iran Radio Festival



The President of IRIB, Ezzatollah Zargami, poses for a photograph with some of the festival winners

**A**BU members fared well at the ninth International Radio Festival of Iran, which was held in Isfahan in May, with Islamic Republic of Iran Broadcasting (IRIB) winning seven of the 11 first prizes in the main prize categories.

Other ABU members winning first prizes were Mongolian National Public Radio, All India Radio and RTPRC-China.

Hassan Hesami from IRIB received the first prize in the radio competition for 'Beit o Bav', with Ahmed Termes from Alnour Radio-Lebanon the runner-up for 'Greeting Poems for Prophet'.

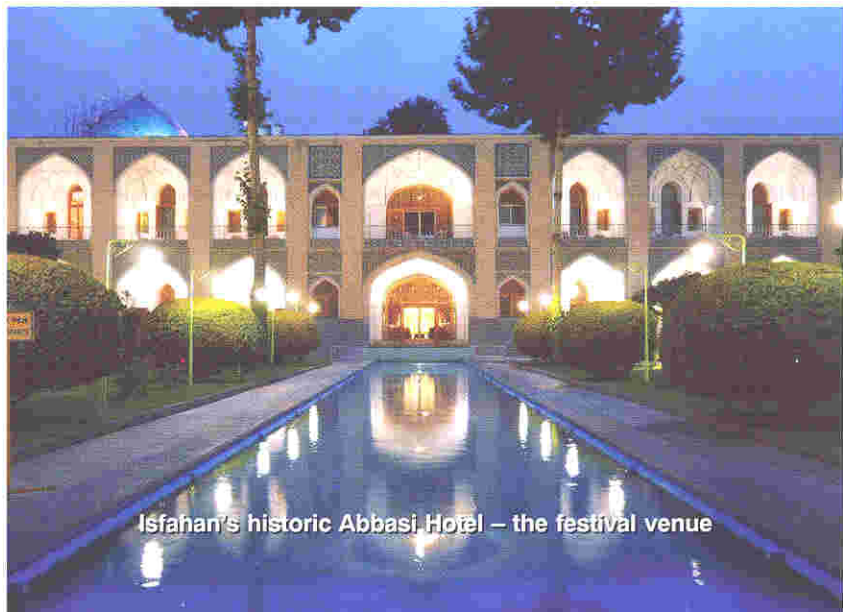
Shayeste Jafarian from IRIB took the honours for morning shows for 'Morning Station', with second prize going to Ip Sai Hung from RTHK for 'Hello Sunrise'.

In the talk show category, Zahra Abdollahzade and Nayere Moradhaseli from IRIB were the prize winners with their programme 'Hot Earth', and Rooslan Prokarov from Belarus Radio TV was the runner-up for 'Popular Diplomacy'.

For radio dramas, Mohammad Hossein Omrani from IRIB received first

prize for 'Peace and War', and second prize went to Toshihiko Ezawa from NHK for 'Body Life'.

Jigjid Ariungerel Jigjid from Mongolian National Public Radio was the winner of the 'Interactive Entertainment' category with Fatemeh Heidari Mashhoor from



Isfahan's historic Abbasi Hotel – the festival venue

IRIB taking out the second prize for 'ASL Please'.

Padmalochan Das from AIR won first prize for children's programmes with 'Think Globally, Act Locally', and the runner-up was Somaye Hammami from IRIB for 'Childish'.

Albert Kuchuei from IRIB took the honours for magazine shows with 'Seven Colors', and second prize went to Eun Ju Kook from KBS for 'Focus on Culture'.

IRIB personnel won both the podcast awards – Rouhollah Rafie received first prize for 'Zanderoud Wave' and Ali Manafi second prize for 'Missed Voice in Town'.

RTPRC-China won the announcer category for a programme titled 'Land Protection – End of the Road', and Mina Shabani from IRIB was the runner-up with 'The Role of Radio and the 9th Festival'.

For station IDs, first prize went to Mohammad Baqdadi from IRIB for 'Sport Radio Promotion', and second prize to Yuen Kwan and Wendy Cheung from RTHK for 'Your Incredible News Resource'.

The only first prize that was not won by an ABU member was in the documentary category which was awarded to an independent producer from Slovenia, Likar Igor, for a programme titled 'On Holy Celtic Mountain'. Second prize in that category was awarded to Betta Bertozzi from RAI Radio-Italy for 'Cherry Tree'.

The prize-winners received their trophies from the President of IRIB, Seyed Ezzatollah Zarghami, IRIB Vice-President for Radio, Hassan Khojasteh, ABU Secretary-General, David Astley; and Head of Radio Iran, Ali Reza Noori. □



IRIB's Ali Reza Noori being interviewed in Isfahan



A session of the International Radio Forum in progress



Participants relaxing in the hotel courtyard at night

# International broadcasting 'more relevant than ever'

**G**lobalisation has made international broadcasting more relevant than ever, an international radio conference in Isfahan, Iran, has been told.

The digital media revolution was crossing geographical boundaries, cultures and races, enabling audiences to access information and news wherever and wherever they wanted it, Richard Sambrook, Director of the BBC's Global News division, said.

He was giving the keynote address at the International Radio Forum, organised by IRIB-Iran and the ABU.

Richard Sambrook said a new developmental environment was sweeping West Asia with very fast growing economies and businesses.

"With an increasingly younger population and rising affluence, there is a growing demand by the audiences for new kinds of radio programming, with marked preference for news and entertainment."

He noted that radio had a long history of evolution in the region. With only a handful of major languages in this region, the opportunities and challenges facing radio broadcasters in West Asia were markedly different from other regions.

## Crisis reporting

The conference also heard that radio was important in time of crisis and broadcasters needed to be trained in crisis reporting that could help save lives.

More objective reporting of conflict situations could be achieved if countries



Panelists at the International Radio Forum

welcomed journalists from other parts of the world, Deborah Steele, Chief Editor of Radio Australia, said.

She said that by allowing journalists from other countries to report first-hand on conflict situations, broadcasters could produce stories that were more than just about events, but provided context and background.

Ms Steele called for more peace journalism as opposed to war journalism, adding that it was important for broadcasters to make efforts to understand the background to conflicts so that this understanding could be extended to their audiences.

## Going digital

Reflecting on the need for radio broadcasters to go digital, Han Hee-Joo of KBS-Korea said that many radio stations in Korea had felt an urgent need to digitalise to stay relevant. She highlighted the way in which digital services had changed peak audience times.

Majid Farahmandnia of IRIB said the high quality of digitalised services improved the listener experience and consequently resulted in more listeners.

Chan Yiu Wah of RTHK said that when radio was coupled with mobile technology, these transcended radio itself to become a more powerful medium.

Speaking on the topic of new media, Jun Ogawa of TBS-Japan said at a time when radio advertising was falling in Japan, 300 million mobile phones in the country had digital radio receivers. He advised radio broadcasters not to hide away from the battle for listenership and take up the challenge with digital radio.

The two-day conference received a good response from radio broadcasters, academics and others in radio programming industry. It attracted more than 150 delegates, of which around 65 were from abroad. Between 700 and 800 media professionals attended the opening phase of the event. The conference was held in conjunction with the 9th International Radio Festival, hosted by IRIB.

The annual radio conference aims to address all facets of content creation and programming aspects of radio broadcasting in West Asia. With the theme 'Radio Beyond the Century' the conference underscored the influence of radio on emerging societies in the region. □

COMING CLEAN  
ON SANITATION

# ABU documentary comes clean on sanitation

**W**omen washing clothes on stilt houses above a canal, children and men answering the call of nature in a lake where you see dead fish floating – these are the sights and sounds you can catch in the ABU’s latest co-production.

‘Coming Clean on Sanitation’, a joint project of five ABU members, is a 22-minute video that explores sanitation successes and challenges in the Asia-Pacific region.

According to the Asian Development Bank (ADB), the region is home to the majority of the world’s poor.

“Out of the 2.6 billion people in the world without access to proper sanitation facilities, 2 billion are in the Asia and Pacific region. Nine hundred and forty-six million of the people live in South Asia alone. Providing access to sanitation in Asia is a serious need and this project highlights these concerns,” the ADB said.

With this in mind, the video opens with a story from PTV-Pakistan that follows the life of a street sweeper who

lives in a refuse area that has neither access to clean water nor proper toilets. Moving on to the Philippines, the story from ABS-CBN looks at the life of a fisherman and his family who live around Laguna de Bay. The illegal houses built around the lake pose a huge sanitation problem, in particular the disposal of human waste in that area. As a result, the freshwater lake is dying and diseases are multiplying.

But the news isn’t all bad. Metro TV-Indonesia focused on two aspects of sanitation solutions – education and awareness, and the installation of a clean-up system that not only recycles and purifies waste water, but generates bio-gas which can be used as fuel for cooking.

Other solutions can be seen in the documentary from VTV-Vietnam which shows the once heavily polluted Xang Thoi Lake transformed into a beautiful water feature, thanks to a World Bank funded project to improve the quality of water and its surroundings.

Taking a look at big-city solutions, CCTV-China chronicles the successful turn

around of Suzhou Creek through the eyes of photographer Zheng Xianzhang, who has lived along the creek for more than 30 years.

An edited-down version of the video was shown by the ADB during the ‘Asia Day of World Water Week’ from 17 to 22 August in Stockholm, Sweden.

“Sanitation affects everyone,” said the ABU’s Development Projects Manager Francyne Harrigan.

“This most recent collaboration with the ADB has allowed us to focus on an issue of fundamental importance to audiences in Asia-Pacific, while providing videos that can be shared rights-free with all ABU members.”

The annual World Water Week is the leading global meeting place for capacity-building, partnership-building and follow-up on the implementation of international processes and programmes in water and development.

The theme for this year’s event is ‘Progress and Prospects on Water: For a Clean and Healthy World’ with special attention on sanitation. It focused on the progress and prospects in efforts to build a clean and healthy world.

Special attention is being given to sanitation as an effort to see the challenges and achievements in the seventh Millennium Development Goals.

For more information on the World Water Week, please visit the website – [www.worldwaterweek.org](http://www.worldwaterweek.org).

For more information on the video or to acquire this rights-free content, please contact Anom Sani at [anom@abu.org.my](mailto:anom@abu.org.my). □



Laguna de Bay – a polluted freshwater lake in the Philippines

# UN chief urges media to condemn AIDS prejudice

**W**orld leaders and HIV experts gathered in Mexico in August for the 17th International Conference on AIDS, to discuss the major challenges facing the global response to AIDS and to stake out the road ahead.

UN Secretary General Ban Ki-Moon opened the conference with a call to media to condemn prejudice, a central theme of the conference, in all its forms.

“In most countries, stigma against people living with HIV remains a grave challenge. One third of countries still do not have laws to protect people living with HIV. In most countries, discrimination remains legal against women, drug users and ethnic minorities. This must change.”

Echoing this theme, UNAIDS Executive Director Peter Piot, said: “Bold leadership on AIDS is most crucial for HIV prevention because it means tackling many controversial and often deep rooted beliefs.



UN Secretary General, Ban Ki-Moon

“This conference takes place as we enter a new phase in confronting AIDS. A new phase because we now have results on a large scale. For the first time, fewer people are dying of AIDS and fewer people are becoming infected with HIV. This is cause for encouragement, but not cause for complacency, because the end is nowhere in sight.”

Speaking to the epidemic in Asia, Mr Piot noted that with 60 percent of the world’s population, Asia was showing disproportionately the infection curve and could fast become the region with the most HIV infections.

According to UNAIDS, in 2007 approximately 446,000 Asians/Pacific



IAS Executive Director Craig McClure with former US President Bill Clinton, who spoke at the conference

*“While we have no vaccine or cure for HIV at this time, we do have the knowledge to prevent the spread of HIV”*

Islanders were newly infected with HIV, increasing the total number living with HIV/AIDS in Asia and the Pacific to 4.9 million.

“The Asia-Pacific region is home to a diverse and complex HIV/AIDS epidemic, with wide variation by country, including alarming increases in HIV prevalence in some places,” said Jennifer Kates, Vice President and Director of HIV Policy at the Kaiser Family Foundation.

“While we have no vaccine or cure for HIV at this time, we do have the knowledge to prevent the spread of HIV, and it is important for all sectors to take part in HIV prevention. Major media companies in Asia are in a unique position to reach people with lifesaving information about how to prevent HIV infection. And, for those already living with HIV/AIDS, media can help create a supportive environment by challenging stigma and stereotypes, and providing critical information about HIV treatment.”

The ABU partnered with the Kaiser Family Foundation (KFF) to implement a broadcast initiative for the wide dissemination of news reports from the conference.



AIDS 2008 Convention Centre

“Leveraging our unique combination of online communications resources, global media partnerships, policy analysis, and health journalism programmes, the Kaiser Family Foundation aimed to elevate the global reach of the conference through a combination of activities,” said Tina Hoff, Vice President for Entertainment Media Partnerships at the Kaiser Family Foundation (KFF).

In line with this, Kaiser served as the official conference webcaster through kaisernetwork.org, while providing satellite and production support to

journalists from around the world in covering the conference.

Benefiting from this relationship, five ABU members from RTPRC-China, Metro TV-Indonesia, EMTV-Papua New Guinea, NBT-Thailand and PTV-Pakistan created daily ‘AIDS 2008 reports’ in their national languages on issues covered in the forum and the implications for their home countries.

The ABU coordinated on-site the satellite delivery of the ‘AIDS 2008

*(cont'd on next page)*



Mexican radio presenter Ana Maria Salazar moderates a session

(from previous page)

reports' and b-roll to the journalists' home stations via IS-8, as well as to all ABU members via Asiavision and AsiaSat 2.

"With the Asia-Pacific seeing some of the fastest growing prevalence rates in the world, it's critical that broadcasters are able to cover these events in order to share with their audiences in the region the latest information on the epidemic," said Francyne Harrigan, ABU Development Projects Manager.

"The ABU-KFF collaboration has afforded our members the opportunity to cover on the ground this unparalleled gathering of world leaders and HIV experts and for our broadcast members back in the Asia-Pacific the opportunity to receive rights-free daily satellite reports and b-roll."

AIDS 2008 was organised by the International AIDS Society (IAS), the world's leading independent association of HIV/AIDS professionals. The conference, themed 'Universal Action Now,' emphasised the need for continued urgency in the worldwide response to HIV/AIDS.



Metro TV preparing a report on the conference

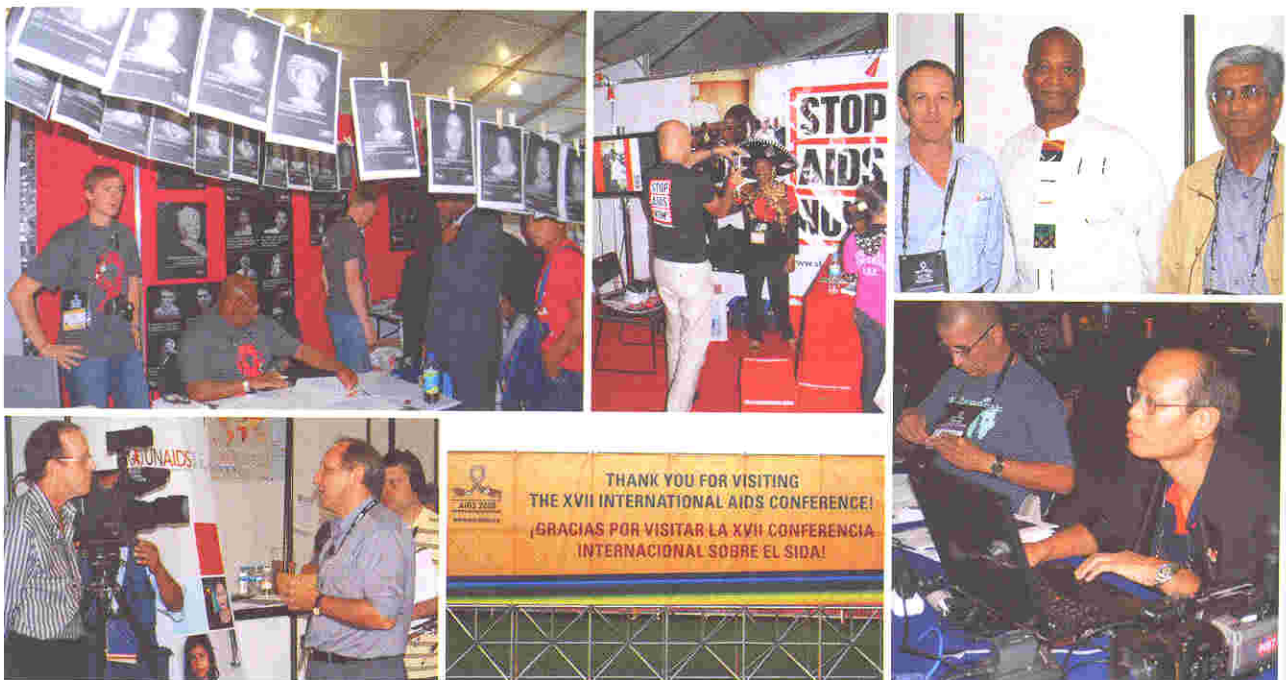
Reflecting this theme, the UN Secretary General's opening remarks also recognised this demand, while noting that most countries still had a long way to go to meet the goal of scaling up towards universal access by 2010.

"As a result, they will have great difficulty in reaching the Millennium Development Goal of halting and reversing the spread of AIDS by 2015," Mr Ban said. "This will have repercussions on many fronts. For halting and reversing the spread

of AIDS will impact all our efforts to cut poverty and improve nutrition, reduce child mortality and improve maternal health, curb the spread of malaria and TB and strengthen health systems."

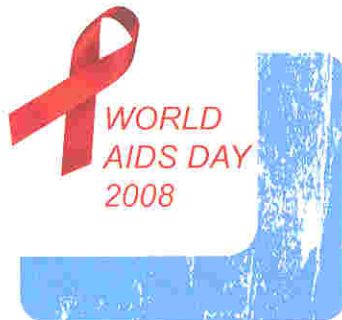
Around 25,000 participants, including 2000 journalists from many countries took part in the conference.

For more information on the AIDS 2008 conference including the agenda and delegates list, visit [www.aids2008.org](http://www.aids2008.org). □



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## WORLD AIDS DAY 2008 PROGRAMMING PACKAGE



On December 1 every year, the world comes together to commemorate World AIDS Day. The overall purpose of the World AIDS Campaign is to ensure that leaders and decision makers deliver on their promises on AIDS, including the provision of "Universal Access to Treatment, Care, Support and Prevention" services by 2010. In celebration of the World AIDS Day this year, the ABU will be offering cost-free and rights-free programming via satellite in November. The programming package comprises a multi-genre compilation of TV and radio documentaries, news items and public service announcements.

*Supported by: The Global Media AIDS Initiative*



## COMING CLEAN ON SANITATION

A compelling insight in to Asia's sanitation challenges and solutions, this 22-minute documentary showcases the sanitation landscape in China, Pakistan, Vietnam, Indonesia and the Philippines. With an emphasis on sanitation affordability, the documentary stresses the importance of sustainable sanitation solutions in protecting the environment.

*Supported by: Asian Development Bank*

## I AM POSITIVE



Even after 25 years, the major obstacle to HIV/AIDS in Asia-Pacific remains the acceptance of the virus. Shrouded by denial and fear of consequent discrimination, many people are discouraged from getting themselves tested. This multi-genre compilation of mini documentaries, docu-dramas, plus comedy sketches seeks to encourage voluntary testing to stop the spread of the virus.

*Supported by: The Global Media AIDS Initiative*

## QUALITY PROGRAMMING, GREATER AWARENESS



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