

Expanding Media Partnership

Engagement with Southeast Asia

AIBD is pursuing stronger media partnerships in Southeast Asia as part of its strategy to expand the region's participation in the Institute's major activities such as the Asia Media Summit and in-country workshops covering many areas of broadcasting.

In March 2009, Dr Javad Mottaghi, AIBD Director, visited Indonesia and Thailand. In Thailand he met Satit Wongnongataey, Minister attached to the Prime Minister's Office, to discuss the 1st Conference of the Heads of States in Indonesia in 2011, the AMS in 2009, and the General Conference in Fiji.

Also in the meeting's agenda were AIBD's cooperation with the National Broadcasting Services of Thailand (NBT) and its long - term cooperation with other media organisations in the country.

Prof Dr Ir
Mohammad
Nuh, Minister of
Communication
and Information
Technology,
Indonesia and Dr
Javad Mottaghi,
AIBD Director



AIBD Ministerial Meeting in Thailand on the right Satit Wongnongataey, Minister attached to the Prime Minister's Office

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AIBD's Strategic Directions



Mr Cao Yin at the recent AIBD General Conference

Mr Cao Yin, chairman of the AIBD Strategic Plan Team, recommends that the AIBD should continue to explore media initiatives that would address pressing social issues in Asia-Pacific such as poverty, climate change, HIV & AIDs, cultural diversity and conflict resolution. He said that such a task was made more urgent by globalisation

and the depressing economic downturn across the globe. According to Mr Cao Yin, who is also Deputy Director-General, International Cooperation Department (ICD) State Administration of Radio, Film and Television (SARFT) People's Republic of China,

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ASBU & AIBD Ties Get Stronger

Recognising their successful ties based on mutual respect, ASBU is pursuing more projects with AIBD in 2009, to include a joint venture TV co-production on children's programmes entitled: "I am," training needs analysis workshops in Saudi Arabia, Syria and Mauritania, and other capacity building activities on training the trainers, HDTV, TV documentary, TV drama, digitising audio visual archives, and news room production.



Mr Salah Eddine Ma'aoui, ASBU Director-General, Dr Riyadh Najm, ASBU President and Dr Abdullah S Al-Jasir, Senior Vice Minister, MOCI

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 [ASBU & AIBD Ties Get Stronger]



From left: Mr Cao Yin, Deputy Director-General, International Cooperation Department, SARFT, China, Mr Salah Eddine Ma'aoui, ASBU Director-General, Dr Riyadh Najm, ABSU President, Dr Ir Ashwin Sasongko S, Secretary-General, Ministry of Communication and Information Technology, Indonesia and Dr Javad Mottaghi, AIBD Director

ASBU and AIBD will also consider how best they can promote programme exchange among broadcasters in Asia and Pacific and the Arab countries.

The forging of closer ties between the two media organisations came during the 2nd meeting of the ASBU / AIBD Media Partnership Committee, which was held to coincide with the ASBU General Assembly in Jeddah, Saudi Arabia from 9-13 January 2009. Some 35 delegates from both regions participated in the General Assembly.

The ASBU General Assembly was officiated by Minister Iyad bin Ameen Madani of the Ministry of Culture and Information (MOCI), Saudi Arabia, and Dr Abdullah S Al-Jasir, Senior Vice Minister, MOCI. Dr Riyadh Najm, from Saudi Arabia was unanimously elected as ASBU President. He also chaired the 2nd meeting of the ASBU/AIBD Media Partnership Committee.

At the ASBU/AIBD Media Partnership Committee meeting, Mr Salah Eddine Ma'aoui, ASBU Director-General, said that the current cooperation between the two organisations

has been a successful example of partnership based on mutual respect. He stressed that ASBU takes this partnership seriously, anticipating a more expanded relationship as AIBD implements various projects in the region.

Those in attendance from Asia included Dr Ir Ashwin Sasongko S, Secretary-General, Ministry of Communication and Information Technology, Indonesia, in his capacity as the chairman of the AIBD Executive Committee and Mr Cao Yin, Deputy Director-General, International Cooperation Department, SARFT, China, in his capacity as the Chairman of the AIBD Strategic Plan Team, and Dr Javad Mottaghi, AIBD Director.

The formation of the ASBU/AIBD Media Partnership Committee was initiated by the two media organisations during the 27th Ordinary Session of the ASBU General Assembly held in Tunis from 9-11 January 2008.

The 1st Meeting of the ASBU/AIBD Media Partnership Committee took place in Kuala Lumpur on 26 May 2008 to strengthen the partnership between broadcasters in the Asia-Pacific and Arab countries.

In his remarks, Dr Ir Ashwin Sasongko S praised both organisations for their initiatives to pursue joint projects aimed not only at building media capacity, but also at enhancing understanding among the peoples of Asia-Pacific and the Arab world. He said that "in the long term such a meaningful cooperation enables audiences in both regions to hear and watch programmes about each other directly rather than through a third party channel." He thanked the Ministry of Culture and Information, Saudi Arabia for hosting the ASBU General Assembly efficiently.

ASBU and AIBD agreed to pursue the following initiatives:

1. A joint venture TV co-production on children's programmes entitled: "I am...", featuring 7-12 year old children in various countries who will tell their stories about their lives, where they come from, what is their identification, how they live, and what they do. The stories will be produced in the form of I am Chinese, I am from



Dr Ir Ashwin and Mrs Ashwin, Mr Salah Eddine Ma'aoui and Mr Cao Yin

Tunis, I am from Saudi Arabia, I am from Morocco, and I am from Indonesia.

In addition to ASBU, CBA and SABA will also join this global project. As a result three workshops will be conducted in Kuala Lumpur for the Asia-Pacific region, Tunis for the Arab countries and Johannesburg for the Southern African countries. To assist in the projects are two consultants from South Africa, namely; Mr Faith Isiakpere and Mrs Firdoze Bulbulia, both directors of Moments Entertainment in South Africa ("Moments" moments@icon.co.za). From ASBU, Mr Abdelmoumen, Director of the ASBU Programme Department in Tunis, will lead the project.

2. Three Training Needs Analysis workshops in Saudi Arabia, Syria and Mauritania in 2009. Similar workshops were conducted in Yemen and Sudan in 2008. AIBD will work closely with Mr Abdelrahim Suleiman, Director of the Engineering Department in ASBU, to implement these projects.
3. Possible activities in 2009 and 2010 covering Training the Trainers, HDTV, TV documentary, TV drama, digitising audio visual archives, academic courses and news room production.
4. Promotion of programme exchange among broadcasters in Asia and Pacific and the Arab countries. MENOS and Global Media Center for Development (GMCD) could be considered in this



AIBD Delegation at the ASBU General Assembly



From left: Mr Cao Yin, Dr Riyadh Najm, Dr Mohammed A Sobaihi, Secretary General, IBU and Dr Ir Ashwin Sasongko S

respect. ASBU was invited to attend the GMCD pre-Summit workshop that will be held in Macao on 25th May 2009.

Mr Cao Yin invited all ASBU delegates to attend the forthcoming Asia Media Summit and its Associated Meetings in Macau from 24-28 May 2009. He said that the AMS would provide simultaneous translation for English Arabic and Chinese.

Mr Salah Eddine Ma'aoui, Director-General, ASBU, emphasized the importance of actively participating in the AMS in Macau, recalling the contributions of ASBU delegates as speakers and chairpersons in previous AMS. The Asia Media Summit 2010 will be held in Beijing from 24-26 May. Mr Cao Yin said that since ASBU is a permanent partner and member of the organising committee of the AMS and its Associated Meetings, ASBU is welcome to comment on the proposed topics for the pre-summit events.

It was brought to the attention of the meeting that ASBU, AIBD, SABA and CBA have introduced a World TV Award since 2004. Two themes alternate every year for this competition; they are "The Best TV Documentary contributing to Conflict Resolution" and the "Best TV Documentary Contributing to Religious Understanding."

Mrs Djabi Born Khathir Houria, Director of the Algerian Third Channel, Algerian Television, and a permanent member of the World TV Award Jury, reported on the importance of this Award and invited ASBU members to send more entries. A cash prize of USD7000.00 awaits the winner. The 2009 TV World Award winner will be selected during the AMS 2009.

At the Media Partnership Committee Meeting, AIBD placed on record its sincere thanks and appreciation to Dr Haidar Yaziji, Director, ASBU Training Centre, for his eight years of endeavors in promoting the ASBU Training Center in Damascus and strengthening human capital in the region. Mr Talib Qadhi Amin from Syria has been appointed the new Director of the Center. AIBD also thanked Mr Elias for his efforts on programme exchange and news exchange and welcomed Mrs Houria the newly appointed director for the ASBU News Exchange in Algeria.

Dr Riyadh K Najm confirmed that the 3rd meeting of the ASBU/AIBD Media Partnership Committee will be held on 25th May 2009 in Macau and invited all participants to join this meeting.



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strengthening media partnerships should be a key tool to achieve this strategy.

The Broadcaster recently sent him a list of questions in which he articulated this strategy.

In his response, Mr. Cao Yin, talked about strategies the AIBD could pursue to grow in the midst of an economic meltdown around the world, to attract more members, and source more support for AIBD's activities. These strategies may be the subject of discussion and reflection during the Partners' Meeting AIBD will host during the Asia Media Summit in Macau on 28 May 2009.

Broadcaster:

How do you attract more members, both regular and affiliates and what benefits can members get out of their membership in organisations like AIBD?

Cao Yin:

I think the Institute continues to be a media reference center for the region in particular in human resources. The number of workshops it offers are still the backbone of the organisation, and members derive a major benefit from them. But the AIBD has kept enriching its offerings and has gained success in such activities particularly those relevant to developmental needs of its members, helping them in capacity building, media laws, structural changes, advisory services, programme exchange, co-production, going to digital etc.

The AIBD has also been very effective in offering regional and international platform, and encouraging regional and international media dialogue and cooperation in electronic media policy such as the Asia Media Summit and the Asia-Europe Media Dialogue. I think the Institute has taken it as its mission to help members in meeting the rapid changes in the media landscape. It offers a window for policy makers to access to information and media, and tries to be a think-tank for the development of regional programming that reflects the traditional values of this region. It also aims to be an agent of change in information environment. The publications of the AIBD that its members use as handbooks are another important attraction we cannot neglect.

Broadcaster:

In a financial downturn, many companies reduce training programmes to be able to meet business costs. Should media institutions do likewise? What can be done to keep and upgrade training programmes? What can AIBD do?

Cao Yin:

AIBD is already operating on a cost effective basis with minimum operational expenses. Most of the Institute's expenses are meant for its projects for which AIBD sources for sponsorship. AIBD is saving when it comes to its communications costs and in-house expenses.

However, the sponsorship fund is shrinking these days given the economic crisis and the Institute could perhaps develop new arrangements for its activities. Members should also continue and even increase their support towards their Institute enabling AIBD to continue doing good work that it is currently doing over the next few years to overcome the economic crisis. By remaining responsive to changes in the environment, AIBD has underscored its relevance in the present and the future.

Broadcaster:

Aside from exploiting new technologies, are there any other areas AIBD should pursue to strategically position itself as a major communication center in Asia-Pacific and even beyond?

Cao Yin:

Countries in this region are facing cultural, social and economic challenges. Issues such as poverty, health, education, children, women, HIV & AIDS, climate changes, environmental issues, cultural diversity, conflict prevention, conflict resolution, peace-building events, utilising new technologies, media development, etc will continue to be our main challenges.

AIBD should continue addressing these important issues among other things that are relevant to the member countries and their challenges. The Asia Media Summit, the region's annual premiere media event that the AIBD organises, is never short of topics. In my view it has become the paramount exemplification and embodiment of the AIBD's endeavour to address the various issues the region has encountered. Its contributions towards information sharing and knowledge building have enhanced the capability of media organisations in the region to think and act differently, and creatively address individual objectives and respond to the demands globalisation. The current environment of global economic crisis, no less than a direct result of globalisation, has made it all more urgent and necessary, if not appropriate, for the AIBD and the AMS to explore the relationship and interactivity between media and the broad social world, in this most diversified part of our planet.

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Broadcaster:

Are there specific strategies AIBD is pursuing to address the depressing economic situation experienced by private and public institutions worldwide?

Cao Yin:

AIBD is doing well in this respect. AIBD is regularly arranging dialogue and roundtable discussions at the highest possible level for all stakeholders in media, regulatory bodies etc. There are ways and means that broadcasters can maximise their income, reduce their operational costs and operation effectively and efficiently. AIBD could supplement and complement the efforts that all broadcasters are doing.

AIBD by definition is an institution for broadcasting development. It's best when it helps broadcasting organisations play a better role in fostering communication for the benefit of good corporate operation in the current economic situation, both private and public.

Broadcaster:

What does the Summit of Heads of State, AIBD is organising aim to accomplish in the field of communication and media, given the present economic conditions in the region?

Cao Yin:

Challenges that broadcasters are facing are not different in various countries in this region. The Conference of the Heads of States would offer a regional platform to Explore ways to create more partnership among broadcasters in this region in programme exchange, going to digital, news exchange, media development, capacity building, international partnership, learning from each others' experiences, media's role in addressing pressing cultural, economic and political issues, strengthening regional cooperation on cultural diversity and all other areas such as poverty alleviation, health etc. This will pave the way for policy makers to pay more attention to the media development in their own countries and at the regional level at large.

The Summit of Heads of State will be an opportunity for policy makers to share their views with the Heads of States on media issues, and for policy makers to meet and exchange their views on how their countries could respond to broadcasting challenges. It will be a platform to know more about media and its impact on the globe, both for the Heads of States and for media practitioners.

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Dr Mottaghi took the opportunity to extend AIBD's invitation to the Prime Minister of Thailand to be a special guest speaker at the forthcoming AMS in Macau. Minister Satit Wongnongataey said he would advise AIBD on this matter soon.

Other personalities present during their meeting were Mr Phachern Khamphoe, Director-General of the Government Public Relations Department, Mr Rattanaburee Atisapt, Deputy Director-General, PRD, Mrs Ladavan Bua-aim, Executive Director, Foreign Office, PRD, Mrs Wanna Vuthiaporn, Director, International Cooperation Division, Foreign Office, and Mrs Wanida Gajasen, Senior Information Officer.



Mr Satit Wongnongataey, Minister attached to the Prime Minister's Office and Dr Javad Mottaghi, AIBD Director



Mrs Ladavan Bua-aim, Executive Director, Foreign Office, PRD (centre)

Visit to TPBS

While in Bangkok, Dr Mottaghi visited the newly established Thai Public Broadcasting Service (TPBS) and discussed with its Managing Director, Thepchai Yong, the Asia Media Summit 2009 and future joint ventures in media development. Mr Thepchai will speak at the AMS.

Others present in the meeting were members of the Board Committee of TPBS, namely; Dr Uajit Virojtrairatt, Mrs Chintana Bhandhufaiick, Mattana Homiaar, and Mr Somchai Sawaengkarn, Ms Sopit Wangvivatana, manager of the Executive

Office and Prof Krirkkiat Phipatseritham, Chairman of Board of Governors of TPBS.

Thai PBS is composed of 15 board members who appoint the managing director for four years. It sources its funding from tobacco and alcohol taxes on an annual basis.



Mr Thepchai Yong, Managing Director of Thai Public Broadcasting Service (TPBS) and Dr Javad Mottaghi, AIBD Director



Mr Thepchai Yong, Managing Director of Thai Public Broadcasting Service (TPBS), Dr Uajit Virojtrairatt and Mr Somchai Sawaengkarn, member BOG, TPBS

AIBD & ITU 4-Year Plan

The International Telecommunication Union (ITU) and AIBD recently agreed to develop a four-year action plan aimed at maximising access and use of new technologies as well as telecommunication that will benefit the Asia-Pacific region.



Dr Eun-Ju Kim, Head of the ITU Regional Office for Asia and the Pacific (centre) and her colleagues Ashish, Sameera and Wisit in Bangkok

The agreement came in a meeting between Dr Eun-Ju Kim, Head of the ITU Regional Office for Asia and the Pacific and her colleagues Ashish, Sameera and Wisit in Bangkok. At the same time, they engaged in a teleconference with Istvan at ITU's Office in Geneva and Ms Aurora Rubio, ITU senior advisor for Asia and the Pacific based in Jakarta. Also discussed in the meeting last March 2009 were ITU's involvement in the 1st Conference of the Heads of States and the AMS.

Dialogue with Unesco Officials

AIBD and Unesco officials discussed plans to develop a two-year action plan starting 2010 covering media development in Southeast Asia. Dr Mottaghi discussed details of the plan in a meeting with Dr Susanne Ornager, Adviser for Communication and Information in Asia, Bangkok Cluster Office in charge of Cambodia, Lao People's Democratic Republic, Myanmar, Singapore, Thailand, and Viet Nam, and Mrs Lapapan Choovong, national professional officer, UNESCO, Thailand.

Dr Mottaghi said the plan would include IPDC projects that Unesco and AIBD could pursue in the next two years.

Journey to Indonesia

The Association of Southeast Asian Nations (ASEAN) will nominate a representative to the organising committee for the 1st Conference of the Heads of States AIBD is organising.

On 20 March 2009, AIBD Director Dr Javad Mottaghi met with Mr Sundram Pushpanathan, ASEAN Deputy Secretary General, who pledged to support this initiative by actively involving the organisation in planning and organising the conference.



Mr Sundram Pushpanathan, ASEAN Deputy Secretary General and Dr Javad Mottaghi, AIBD Director

The ASEAN and AIBD also agreed to explore the possibility of cooperation in the march towards digitalisation, TV co-production on ASEAN community, and media capacity building and conflict resolution.

Partnership with Trans TV

While in Jakarta, Dr Mottaghi met Dr Ishadi S K, commissioner of Trans TV, and President/Director of PT Konsorsium Televisi Digital Indonesia, who agreed to speak on marketing issues at the AMS.

Dr Ishadi was one of those responsible for pursuing effective marketing strategies that have generated high ratings for Trans TV's programmes. Trans TV will participate in AIBD's "I am" project.



Dr Ishadi S K, commissioner of Trans TV, and President/Director of PT Konsorsium Televisi Digital Indonesia and Dr Javad Mottaghi, AIBD Director

Tie Up with RRI

Mr Parni Hardi, President of Radio Republik Indonesia (RRI) has also agreed to speak at the AMS 2009. Mr Hardi met Dr Mottaghi during the latter's visit to Jakarta and discussed joint media projects with AIBD.



Mr Parni Hardi, President of Radio Republik Indonesia (RRI) and Dr Javad Mottaghi, AIBD Director

Indonesian Delegation to AMS 2009

A big delegation from Indonesia is expected to participate in the forthcoming Asia Media Summit. Dr Mottaghi learned this in his visit to Jakarta and meeting with Prof Dr Ir Mohammad Nuh, Minister of Communication and Information Technology (MCIT), Dr Ir

Ashwin Sasongko S, Secretary-General, MCIT, Mr Freddy H Tulung, Director-General of Communication Media and Information Dissemination, MCIT, and Mrs Agnes Widiyanti, Broadcasting Director, Directorate General of Media and Information Dissemination, MCIT.

Dr Mottaghi also took the occasion to pay Aurora A Rubio (ITU senior advisor for Asia and the Pacific, ITU representative in Jakarta, to follow through the ITU/AIBD 4-Year Action Plan as discussed with Dr Eun-Ju Kim, Head, ITU Regional Office for Asia and the Pacific, Thailand.

Also in Jakarta, Dr Mottaghi met with Mr Arya Gunawan Usis, national professional officer, UNESCO Office Jakarta and Regional Bureau for Science in Asia and the Pacific, UNESCO, and agreed to create an annual event in Jakarta, one that is attractive to private and public broadcasters, and beneficial to radio, TV, new media and the press.



Prof Dr Ir Mohammad Nuh, Minister of Communication and Information Technology (MCIT), Indonesia discusses with Dr Javad Mottaghi, AIBD Director



From left: Mr Freddy H Tulung, Director-General of Communication Media and Information Dissemination and on the right, Dr Ashwin Sasongko S, Secretary-General of MCIT

Capacity Building for Reporting HIV issues

By K P Madhu and Lutfa Ahmed



Under the aegis of AMAI/GMAI, a series of in country workshops have been conducted in the Asia-Pacific region. In a span of 7 months, more than 100 producers from 8 countries were trained to deal with HIV, AIDS and related issues in an accurate and sensitive manner.

The AMAI was established in 2007 as the regional action arm of GMAI. The secretariat of AMAI is jointly managed by the AIBD and the ABU. GMAI has provided financial and technical support for this series of in-country workshops on HIV and AIDS. Stephen Massey from the GMAI secretariat has been the contact for the secretariat.



Stephen Massey from the secretariat of GMAI

Sri Lanka

With less than .01 percent prevalence of HIV, Sri Lankan media had other, more pressing priorities when the workshop was conducted. But over the two weeks, the participants – TV producers from Sri Lanka Rupavahini Corporation and YA TV – underwent a major shift in perceptions about the virus and its social, cultural, economic and political implications. When the producers met HIV positive people and interacted with them, the transition was complete.

The workshop had an impact on the local host – Sri Lanka Rupavahini Corporation. There was active co-operation from the National STD/AIDS Control Authority, WHO and other relevant organisations. The training coordinators felt that the issue was important enough to be addressed through a seminar on

HIV and AIDS for all the staff members. Besides Madhu from and Dr Shankar Chowdhury from UNESCO Delhi, many local experts and resource persons contributed to the workshop. This put SLRC in contact with the key people dealing with HIV and AIDS issues in Sri Lanka. So within a month, it was possible for them to organise a seminar. Though it was meant primarily for the staff of SLRC, many people from outside the organisation also participated.

Soon after the workshop, three programmes on HIV related issues were produced by the participants.



Participants of the workshop during a visit to the National reference laboratory for HIV testing and confirmation

India

"We had participated in another workshop on HIV. But what we got from this workshop was much more", said a participant at the end of the workshop in India. India is a huge country with a very large population. The prevalence figures of HIV in many districts were demonstrable reasons for concern. So quite a few capacity building exercises had been undertaken in the country. Yet the media response to HIV has been inadequate and quite often, harmful. So this time we focused only on the northern region where the

prevalence was slightly lower – the time for media to make a difference. The participants included producers from Doordarshan and NDTV.

Prasar Bharati hosted the one-week workshop. Besides Ms Mia Malan, a South African consultant and Madhu, the media trainers for the workshop, experts from National AIDS Organisation contributed to the workshop. NACO also co-ordinated the site visit to the testing centre.



Participants visited a TB hospital to see the HIV testing facilities. But again, it was the visit to an NGO to meet and talk to HIV positive people that opened the eyes of many producers

Myanmar

The HIV epidemic in Myanmar has moved on to concentrated scenario. The media in the country is not very developed. Yet the workshop had participants from MRTV, MRTV 3, MRTV 4 and Myavadi TV. The participants showed a high degree of enthusiasm for learning, including those related to TV production.



Participants working in groups to focus on the information needs of specific target audiences on HIV related issues

The producers showed a high dependence on the handouts of information and less on their own research. Methods of research for TV production, use of vox pop etc. were soaked in by the participants. By the end of the workshop, participants came up with specific ideas for production. "I will use the knowledge that I have gained to train my colleagues", said one participant.

MRTV 4 hosted the two-week workshop and Dr Shankar Chowdhury from UNESCO Delhi and Madhu were the trainers. According to Dr Shankar Chowdhury, it was one of the most satisfying and enjoyable workshops he had conducted.

Vietnam

"When I came to the workshop, I did not know that HIV was such an important issue. The workshop has changed my attitude completely," said a young participant after the one-week workshop.

Taking off from the HIV data related to Vietnam and the behaviour surveillance survey, the trainers, Mr Savyasaachi Jain and Madhu had managed to overcome denial and blame to point out the issues behind the epidemic in Vietnam. Ludo Bok, the UNAIDS Partnership advisor collaborated in the workshop that was hosted by VTV. Besides participants from VTV, the workshop had participation from Trans TV, Hanoi Television, Quang Ninh TV, VTV4, Youth Television Center, NAC Ninh TV, 02 TV and Bai Ninh Radio and Television.



Participants during a visit to one of the most sophisticated and automated HIV testing centres in the region



During the workshop a site visit was organised and some of the participants used the opportunity to produce a short feature

Compared to its neighbors like Cambodia or Thailand, Vietnam had less HIV prevalence. Inspired by the neighbours, the TV medium in Vietnam had stepped up HIV communication. Yet, the participants did not

have adequate understanding when they came into the workshop. The print media campaign materials that were available contained messages without the relevant and supporting information. This was the first time that the participants got a well-rounded and comprehensive information. So the producers participated actively and raised a large number of questions.

Cambodia

Cambodia has proved that it is possible to bring down the prevalence rate of HIV. The figures speak for themselves. Stigma and discrimination related to HIV also seemed to have come down given the number of HIV positive people that the participants had come across. In fact, active contribution from four people living with HIV, two of them throughout the workshop, made the event quite remarkable.



Participants comparing Cambodian HIV law and Media Law as a part of group work

Besides the participants from the host organisation, TVK producers from TV5, Cambodian Red Cross, Phnom Penh Municipal Radio and TV and South East Asia TV and Radio also were present in the workshop.

"I wanted to kill all HIV positive people and save them from misery. Now I want to help them," said a participant from TV5.

"I had made some programmes on HIV earlier. Now I realise the mistakes that I had made in those programmes," said one participant from TVK after the workshop.

Nepal

Nepal Radio and TV came together to host the training for HIV and AIDS in Nepal. 14 trainees from Radio and TV joined the workshop in December 2008.

The workshop was designed as a one-week workshop with a practical and focused approach to positively impacting reporting of HIV and AIDS on radio and television in Nepal. The geographical focus was global, with an emphasis on the situation in Nepal, and the thematic focus was guided by local relevance.

The participants included reporters and programme makers from a variety of broadcasting organisations.



Participants of the workshop planning for a visit to a HIV hospice and testing centre

Most participants had prior experience of reporting/making programmes on HIV and AIDS. The course content was designed to provide a mix of practical exercises, hands-on learning and conceptual development.

Major objectives included discussions and development of in-country perspectives on HIV and AIDS, achieving understanding of medical and social aspects of HIV and AIDS, understanding of programming genres and the impact of media messaging, catalysing a media response to HIV, and encouraging programming on HIV and AIDS.

The methodology adopted was a mix of interactive and participatory didactic activity and extensive debate, discussion and development of ideas. Guest speakers and site visits played a very important role. Some participants brought their own documentaries and other materials for audition/ screening and discussion, and lively interactions were witnessed.

The training was well received with great interest from participants on producing relevant programmes.

Bangladesh

The workshop on HIV and AIDS was hosted and conducted at the premises of Channel I in Dhaka from 3-7 January 2009.

The workshop was designed with a practical and focused approach to positively impact reporting of HIV and AIDS on television in Bangladesh, with an emphasis on the local situation, and the thematic focus was guided by local relevance.

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Expert Savysaachi Jain and Mr Shaikh Siraj, Managing Director of Channel I, Bangladesh at closing ceremony and lively discussions in the Dhaka workshop

The course content was designed by the expert Mr Savysaachi Jain to provide a mix of practical exercises, hands-on learning and conceptual development. Major objectives included discussions and development of in-country perspectives on HIV and AIDS, achieving understanding of medical and social aspects of HIV and AIDS.

The methodology adopted was a mix of interactive and participatory didactic activity and extensive debate, discussion and development of ideas. Guest speakers and site visits played a very important role.

Great interest was aroused among many of the participants, across ages and genders. The training was well received.



"My head is too full," said one participant, after the first three days of information-rich workshop

Mongolia

With only a little more than two and half million people, most of them living in a handful of urban areas, Mongolia has developed many TV and radio channels. The possibility of combining the forces of different media is also very high. The 15 participants of the workshop thus came from print radio and television channels. The National AIDS Committee, National AIDS Foundation, UNICEF, Red Cross and some key NGOs working with PLHIV also contributed to the workshop.

The prevalence of HIV is low in Mongolia and the participants wanted to bring it down even lower. So the trainers Lutfu and Madhu had to re-orient themselves. What are the strengths and weaknesses of different media and how do we leverage on the strengths of each media to reach across to people? What kind of information can we give through different media? What kind of target audiences are reached through different media? What are the key points from the behaviour surveillance survey that must be taken into account? How can we make sure that the information is scientifically accurate and sensitive to the social and psychological issues?

On the last day of the one-week workshop, the participants had worked out a plan for a concerted media response to contain HIV.



Participants working out the information needed by different target audiences

New-age broadcast

DEMANDS BETTER NETWORK 'VIEW',

says Broadcast Australia

Sweeping changes to core broadcast technologies and business models are creating demand from Asian broadcasters for a better 'view' of their transmission network performance, according to broadcast transmission services provider, Broadcast Australia.



Mike Dallimore, Broadcast Australia's Vice President International Business Development, said that the 'business of broadcast' in the Asian region is changing significantly. This, in turn, is creating a surge in demand for more timely and refined network performance reporting and management – both at a station and a whole-of-network level.

Dallimore cited two key drivers behind this upsurge: firstly, the shift away from conventional vertically integrated broadcast business models to more free-form, fragmented and collaborative variants; and secondly, the region-wide migration from legacy analogue to digital transmission systems.

"We are increasingly seeing Asian broadcasters moving toward business models that incorporate a separation of transmission system responsibility," he said. The most common example of this is the evolution of commercially efficient business models that see transmission pared away from core content development and management activities. But this is not the only reason. "Fragmentation can also be due to the allocation of transmission responsibilities across a number of separate groups – say, on a province-by-province basis. Both these situations result in the same outcome – a need for real-time performance monitoring and management across the network as a whole," Dallimore said.