

MEDIA LAW IN BHUTAN

By Dr Venkat Iyer

Media Law Specialist & AIBD Consultant

As the world's newest democracy, Bhutan is in the throes of exciting change. The quest for change finds a resonance in the Bhutanese media, as I discovered while conducting a workshop on Media Law for some 40 journalists between 29 December 2008 and 1 January 2009 in the capital city, Thimphu.

The event, organised by AIBD with support from UNESCO and hosted by the country's state-owned broadcaster, the Bhutan Broadcasting Service, attracted participation from both the electronic and print media. It is worth noting, incidentally, that television only came to this beautiful land-locked country – known as the Land of the Thunder Dragon – as recently as 1999. In addition to the BBS-run terrestrial TV and radio, the country now boasts several FM radio channels, and four newspapers (only one of which is state-owned).

The workshop covered four major topics: defamation, contempt of court, copyright, and 'hate speech', which had been identified in advance by the organisers as relevant in the Bhutanese context. Each topic was discussed at some length, beginning with a presentation of the main principles, concepts, rules and key areas of contention. This was followed by a vigorous discussion. Extensive use was also made of case studies and group work, which maximised audience participation at every session.



The interest and enthusiasm of the attending journalists for the subject was palpable. Given that the legal and judicial infrastructure in Bhutan was still in a stage of development, media-related litigation in the country is comparatively rare. Even so, issues such as defamation had been surfacing from time to time, with a small number of cases actually going to the courts.

By coincidence, the High Court in Thimphu delivered judgment in one keenly-fought libel suit while the workshop was in progress. This judgment attracted significant interest, and became the focus of intense analysis at the workshop. The workshop also profited from the participation, during part of the proceedings, of Mr Cheda, a lawyer who was working as one of the Registrars in the High Court. Mr Cheda was able to explain some of



the finer points of Bhutanese legal procedure as it affected media-related litigation.

The workshop ended with closing speeches by Pema Choden, Managing Director of BBS, and Vathinee Jitjaturunt, Deputy Representative of UNICEF in Bhutan (which was one of the local supporters of the event). Certificates were also awarded to all participants.

One of the points that emerged from the feedback received at the end of the workshop was that there is a pressing and widely-felt need among broadcasters and journalists in Bhutan for training on media ethics to supplement the knowledge they had received of media law, as the Bhutanese media expands and strives to become more professional. It was felt that a workshop on media ethics was highly desirable, given the comparatively low level of awareness that currently existed among Bhutanese media personnel in this area, and given the increasing range of ethical challenges that were facing journalists across the board.



CBA Awards

AIBD's Contributions to PSB

The prestigious Elizabeth R Award for Exceptional Contribution to Public Service Broadcasting has been awarded to Dr Javad Mottaghi, Director, Asia-Pacific Institute for Broadcasting Development, who has worked tirelessly for many years to help develop the broadcasting industry, in particular to promote the ideals of public service broadcasting. The judges were truly impressed by the international nature of his contributions.

Ms Elizabeth Smith, secretary-general of the Commonwealth Broadcasting Association (CBA), presented the Award to Dr Mottaghi during a simple ceremony at Nuku'alofa, Tonga on 11 February 2009. The event coincided with the announcement of the main winners of the Commonwealth Broadcasting Association's Broadcasting Awards, namely; BBC, Australian Broadcasting Corporation, Canadian Broadcasting Corporation, All India Radio, and New Delhi Television (India).

The CBA-Rolls-Royce Award for Exceptional News Feature has been awarded to Canadian



(Left) Ms Elizabeth Smith, CBA Secretary-General presents award to Dr Javad Mottaghi, AIBD Director

Broadcasting Corporation for the CBC News television programme *The National – Moshe and Munir* which tells the moving story of an unlikely friendship between two men, one Palestinian, the other Israeli. The judges were drawn into the story, which shed light on how it is possible to overcome centuries-old ingrained prejudice.

New Delhi Television (NDTV) (India) is the winner of the CBA-World Bank Award for Programmes on Development Issues with a television programme *Witness: Hungry Tribal Women*, which touches on issues that affect all societies: what happens to vulnerable older women in rural situations. The programme has had an impact on local policy and attitudes.

The CBA-UNESCO Award for Science Reporting and Programming has been won by All India Radio for the radio programme 'Favour Begets Fortune.' The judging panel was extremely impressed by the inventiveness and creativity employed in this programme which made full use of the intimacy of radio as a medium.

The CBA-Amnesty International Award for Human Rights Programme has been awarded to BBC World Service for the radio feature "Taxi to the Dark Side," – a fascinating, moving and detailed look at American abuses of prisoners in the so-called 'war on terror'. An effective radio adaptation from acclaimed American documentary maker Alex Gibney, the original film won an Oscar for best documentary 2008.

The CBA-IBC Award for Innovative Engineering has been won by Nathaniel Clarke of the Australian Broadcasting Corporation for *Nat's Box Of Tricks (NBOT)*. The NBOT was conceived, designed and developed to provide an ingenious and cost effective solution to the problem of testing radio contribution circuits in various parts of the vast landmass of Western Australia.

Owen Bennett-Jones of BBC World Service won the CBA-Thomson Foundation Journalist of the Year Award for his exceptionally well-informed coverage of the Benazir Bhutto assassination and its aftermath, and his coverage of the feelings of the Arab world about the Six Days War, 40 years on.

Big Plans for Broadcast Australia at BroadcastAsia 2009

Digital broadcast specialist Broadcast Australia is looking forward to sharing its unique digital network insights with visitors to June's BroadcastAsia exhibition. The company, which offers network-consulting services, has spent a number of years gaining an unsurpassed understanding of key digital network deployment issues, via several planning projects and field trials.

"The main message stands: good planning is key," said Chris Jaeger, Managing Director of Broadcast Australia's international business. "Do not discount the planning effort. Whether we're talking fixed or mobile reception networks, there are significant benefits that are derived from rigorous planning and modeling. It ensures that the rollout of digital infrastructure happens on time and on budget.

"Conversely, poor planning will result in schedule delays, cost overruns and poor quality outcomes. The cost of planning is only a small percentage of the whole project, but each per cent spent on good planning will deliver big returns further on in the project."

Jaeger cited coverage modeling as a huge factor in the early stages of network deployment, particularly given the differences between analogue and digital reception characteristics. "The 'cliff effect' is a well documented digital phenomenon, but what isn't always taken into account is its contribution to black-spot areas," he said. "Digital can eradicate analogue reception problems such as ghosting, but network planners need to recognise its different coverage characteristics at the beginning. Otherwise, it can lead to avoidable re-work."

AIBD Family Grows

The AIBD family continues to grow as it attracts new affiliate members not only from Asia-Pacific, but also from Europe and Africa. Some 9 media and communication organisations have become new members, bringing to 84 the total number of affiliate members of AIBD. Below is the list of new affiliate members:

1. Voice of Nigeria (VON), Nigeria
2. MAI TV (Fiji) Limited, Fiji
3. Pacific Islands News Association (PINA) – Fiji
4. Thai Public Broadcasting Service (TPBS), Thailand
5. TV Numeric (TVN), France
6. YA Media Ltd., United Kingdom
7. Communications Fiji Limited, Fiji
8. Consulting Asia Entertainment Co. Ltd., Belgium
9. Consortium for Educational Communication (CEC), India

How 'Citizen Reporters'

Capture the Imagination of the Thai Audience



Supported by the
Canada Fund, Thailand and Thai PBS

By **Somchai Suwanban**,
Member of the Board of Governors, Thai PBS

Thepchai Yong, board of governor members
Somchai Suwanban, Dr Uajit Virojtrairatt, TPBS
producers and local academics, professional
civil media trainers.

When Thai Public Broadcast Service (TPBS) came into being last year what worried the organisation most was how to make its output distinctive from other commercial broadcasters who dominate the industry for so long. The question was how the organisation could project itself on the national media scene with all public service characteristics.

For almost a year TPBS's three-minute a day slot, "Citizen Reporters" has done just that. Many of the 'citizen reports' have worked wonder in providing voice for the voiceless, put critical community issues onto national attention, providing impetus for change in attitude and even public policies, linking communities with common problem. They are putting people's agenda onto national television screen.

The beauty of Citizen Reporters is how the stories are told. TPBS and their 'volunteer' reporters have developed a very unique story telling, subtlety with high impact. There are many memorable reports, which surprised media professionals, because villagers can tell their stories better than professional reporters; they tell stories from their hearts. As a result this programme has become a new phenomenon in the Thailand media scene when at least two commercial TV stations have tried to follow this trend.

Among many other missions, TPBS must encourage people participation and promote people media skills from community level to national level.

With the current resource, competing priorities and audience expectations, TPBS alone cannot fulfill all its missions at once. But we are not alone, AIBD and Canada Fund stepped in with generous support to help expand and develop more citizen reporters in Thailand beginning with Southern Thailand.

Pattani Workshop

During March 2009, a series of four workshop was held on "Capacity Building for Civil Media in Public Broadcasting" in southern Thailand where trainers went out to Pattani, Phangnga, Songkhla and Nakhonsithammarat holding media skills workshop for community and issue based group workers. Workshop trainers included TPBS Director-General,



Participants were able to share not only their experiences from their community, but also learn problem solving skills, new production technique and develop story telling styles. They are hungry for more, and would like to help with drama, and documentary production skills. They have many other stories to tell not only in the form of citizen reports but other formats as well.

TPBS joined AIBD end of 2008.



Phang Nga Workshop



Drawing and mapping



Preparing a story



Preparing a story board

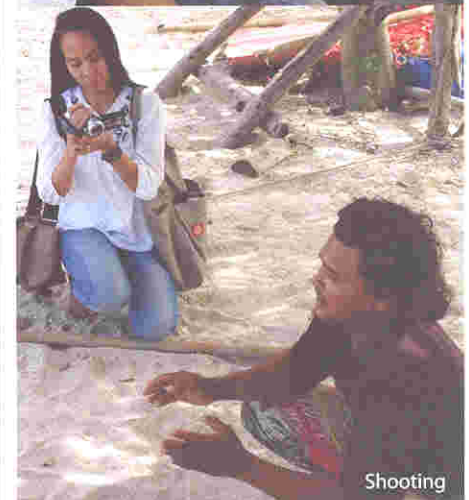


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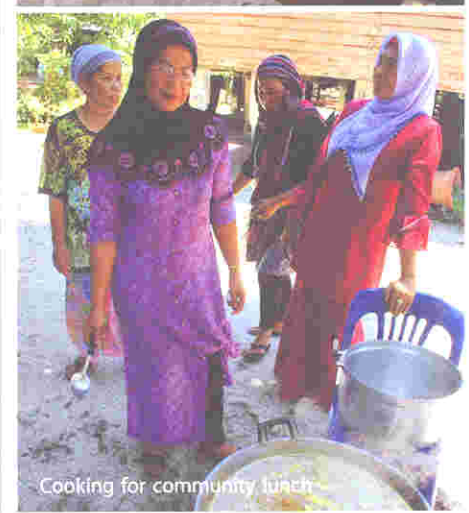
Nakon Si Thammarat



Story mapping



Shooting



Cooking for community lunch



The Representative of the Canada Fund in Thailand, Cavelle Dove (center of photo on the right) handing out certificates at the closing ceremony of the 4th workshop

Songkla Workshop



Story mapping



Pitch a story



Reporting



Media and higher learning entities across the globe face a myriad of changes and growing competition where it is imperative that they effectively manage their human resource development programmes. Those in the countries in Central Asian Republics are not an exception.

Design, Develop and Deliver

Effective Competency Development Programmes

By **Manil Cooray**
Consultant/Programme Manager, AIBD

Media trainers need to be creative and innovative to respond effectively to the human resource developmental needs in their organisations while educators in academic institutions are also required re-examine the need to reform curricula and teaching methods to help prepare students to gain entry for employment in the fast-changing media industry. Although journalism and media are popular courses of study, due to reasons beyond their control within the systems most academicians seemed to fall back on theoretical content and tend to overlook teaching practical skills. While media organisations must bear responsibility for training the staff, training needs and costs will be reduced if new entrants to the broadcast industry equally possess higher education and equipped with knowledge and skills through training.

Within the framework of the IPDC-UNESCO project, AIBD implemented an advanced workshop on curriculum development titled "Design, Develop and Deliver Effective Competency Development" for university journalism/media teachers and broadcast trainers from the Central Asian countries. The objective was to develop curricula for training programmes, and to improve their skills as educators and trainers.

The participants for this workshop were selected on a competitive basis. The announcement calling for applications was distributed well ahead by AIBD's website and the UNESCO Almaty Cluster office for Central Asia in the fall of 2008 seeking project proposals from Central Asian countries. Applicants were required to submit a proposal in either Russian and/or an English-language outlining a training need and their ideas

on how to implement the project. The selection criteria included teaching/training qualifications of the applicant, feasibility of the proposal, demonstrating the potential need for the training to be disseminated to other media organisations and universities in Central Asia.

Of the forty-five applications received fourteen were selected by the review committee to attend the regional face-to-face workshop in Almaty, Kazakhstan. The selection committee panel was composed of officials from Ohio University, UNESCO office in Almaty, KIMEP and AIBD.

Those selected were five from Kazakhstan (two university teachers/lecturers and four professional broadcast trainers), two from Kyrgyzstan (trainers), two from Tajikistan (one university teacher/lecturer and one trainer); one from Uzbekistan (university teacher/trainer), one from Radio Television Afghanistan and the other a professional trainer from a regional organisation based in Almaty. Although the application and selection process was time-consuming, it paid off in terms of the qualifications and motivation of the participants during the regional workshop.

The face-to-face workshop was held in February 2009 in Almaty, Kazakhstan. The host was Kazakhstan Institute of Management, Economics and Strategic Research (KIMEP), a leading academic institution in Central Asia. KIMEP offers a wide selection of undergraduate, postgraduate and professional



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 (Design, Develop and Deliver Effective Competency Development Programmes)



development programmes in a wide area of disciplines with a team of internationally renowned academicians and researchers.

AIBD through UNESCO office in Almaty collaborated with the Department of Journalism and Mass Communication in organising this regional workshop. The workshop was held in a well-spacious conference room, well suited to the wintry conditions of the month of February and was equipped with a central computer unit with individual monitors for each participant. All facilities were arranged through Ms Gulnara Assanbayeva, senior lecturer in the Department of Journalism and Mass Communication (KIMEP). Dina Khamitova, a senior student in the Department, served as the interpreter from English to Russian and vice versa.

Dr Hal Foster, dean of Social Sciences, KIMEP, Sergey Karpov, UNESCO Communication and Information Unit, in Almaty, welcomed the delegates. During the workshop, Dr Habib Rakhman, assistant to the president of KIMEP, and Dr Dana Stevens, vice president of Academic Affairs at KIMEP, were keen to interact with the participants from the Central Asian countries. They were also keen to collaborate with AIBD for endeavors of this nature.

The training content covered an assessment of learning skills of the learners, definitions of course/training objectives, learning outcomes, selection of content appropriate to the background and learning levels of the learners using a range of teaching and presentation techniques, evaluation of learning and skills gain and critical analysis of course syllabi and training plans.

Participants were challenged to look beyond traditional delivery modes. A strong emphasis was placed on problem and project-based learning methodologies, individual working styles, feedback with focus on the behavior of the learners, the use of case studies, group work, and on-line and self-paced techniques.



Majority spoke Russian and a few participants communicated in English. The instructions from either Russian to English or vice versa were through an interpreter, Dr David Mould who spoke intermediate Russian. All participants had substantial experience as lecturers and or trainers in addition to professional journalists except for one. Yet, she was able to follow-up and was able to make an excellent presentation on her training programme. Some had previously attended the Training of Trainers workshop before attending this more advanced and demanding programme. One in particular had difficulties in keeping up with the topics and discussions. Therefore, time was consumed in providing him with individual consultations on his training plan. He made his final presentation in Farsi, with his colleague who understood Farsi interpreting to Russian-thus taking considerable time.

As outcomes, all the participants outlined and presented a syllabus or plan on journalism for a university course or a training programme for broadcasting, and received feedback from the rest of the group. Overall, the atmosphere in the workshop was positive and collaborative.

The university teachers came from institutions that, to a greater or lesser degree, still follow a curriculum style with strict requirements for course structure, assignments and assessment while the trainers from the media organisations followed a more flexible and creative models, in terms of methodology. It was useful for each group to learn about how the others approached journalism and media education. Thus, the composition of the participants contributed to sharing of best practices.



The team of consultants was led by Dr David Mould, professor of media arts and studies and associate dean of the Scripps College of Communication at Ohio University (USA.), Ms Manil Cooray, programme manager for the Asia-Pacific Institute for Broadcasting Development (AIBD), Mr Sergey Karpov, Communication and Information Unit specialist for the UNESCO Almaty Cluster Office for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan, and Ms Gulnar Assanbayeva, senior lecturer in the Department of Journalism and Mass Communication (KIMEP).

In addition to the support of IPDC-UNESCO, the workshop also received guidance on

the content and the assistance of Ms Tarja Virtanen, communication adviser for Almaty Cluster Office for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan, along with Sergey Karpov. The workshop completed the UNESCO-IPDC project implemented by AIBD for 2008/2009.



Academicians and practitioners in the higher learning organisations and broadcasting training departments complemented each other in supporting this capacity building programme. The workshop helped develop a curriculum, a fruitful attempt in building-up a group of trained trainers who benefited from sharing different cultures and systems of training and education in the countries of the Central Asian Republics.



Bhutan's 1st Press Secretary is a Broadcaster-Journalist



A Bhutanese broadcaster and journalist well known to AIBD members, Dorji Wangchuk, has been appointed Press Secretary to the King of Bhutan. The country's first press secretary, Dorji Wangchuk remains managing director of Bhutan's first private FM station, Centennial Radio.

He previously headed the programme department at BBS-Bhutan. Mr. Wangchuk said the King had agreed that he would continue to oversee the operations of Centennial Radio for the time being.

"The fact that an independent journalist has been asked to set up and head this post is the best thing that has come about for development of media in Bhutan," Mr Wangchuk said.

"Bhutan is going through fundamental changes in politics, economy and social life – all initiated and driven by the King himself."

Democratic elections were held for the first time last year in Bhutan at the initiative of the former king, Jigme Singye Wangchuck. In November 2008 the King handed over his crown to his 28-year-old son, Jigme Khesar Namgyel Wangchuck, as part of his plans to modernise the country and end the absolute rule of the monarchy.

Indonesia Prepares Shift to Digital TV



Dr Ishadi at a recent Asia Media Summit in Kuala Lumpur

Dr Ishadi S K has been appointed CEO of the PT Konsorsium Televisi Digital Indonesia (KTDI), which aims to pursue the shift towards digital TV technology in the country. Six Indonesian TV stations, namely; SCTV, AN TV, TV One, Metro TV, Trans TV and Trans 7, have set up KTDI to start the experimental trial period of TV Digital in Indonesia.

The consortium has built a new tower (250 m height) with 5 KW digital transmission in Jakarta, and at the same time distributed 3000 set up boxes for free to audiences in Jakarta. Dr. Ishadi said that the company would subsequently conduct extensive research to study how far the people in Jakarta

were ready to buy set up boxes and enter the TV digital era.

The Indonesia government has announced that the official cut off date for the analog system all over Indonesia will be in 2012.

Serving the Public Interest through Investigative Journalism

By Le Yee Mon
Programme Manager - IT, AIBD



"Investigative Journalism" is, in a sense, tautologous because all journalism should involve some kind of investigation that results in the revelation of a hidden truth. But there is a qualitative difference between investigative journalism and all the other editorial matter that appears in newspapers. It is the highest form of journalism, which is pure journalism, real journalism, and the reason journalists exist.

AIBD in collaboration with the Friedrich Ebert Stiftung (FES), and with the support of the French Ministry of Foreign Affairs and Canal France International (CFI) conducted a five-day regional workshop on Investigative Journalism. TRANS TV, one of the famous Indonesian TV stations, hosted this workshop in Jakarta, Indonesia from 16 to 20 December 2008.

The core subjects of the workshop covered general ethic rules on journalism and investigative journalism, sources and toolbox for investigation, how to pitch a story and define an angle, the good practices of interview and practical case studies and exercises.

The participants were 15 journalists and TV reporters from Brunei, Cambodia, Indonesia, Macau, Malaysia, and Vietnam.

During the workshop, the participants reported on their own work of investigative



piece and discussed how to work undercover, how to use a hidden camera, how to investigate on corruption, the political problems in their respective countries and how to approach the targets.

Divided into four teams, the whole group organised press conferences based on the case study. Two groups conducted a press conference separately using key messages and wrote press releases. The other two groups asked questions and wrote reports. All groups were asked to prepare a complete investigative report from scratch and then filmed it.

Participants said the workshop was useful and professional, as they learned the techniques that they had never known before. They found learning new methods to approach or tackle the news refreshing.

Sebastien Le Belzic, Beijing Bureau Chief of France24, conducted the workshop. He has worked for several media organisations such as Europe 1 Radio, Agence France Presse, TV5 Monde and France24.

