

SHORT TV PROGRAMME FORMAT

to boost audience
AND generate income

By Juliette Vivier
Programme Manager

In the early 80's, Some European broadcasters faced the challenge of keeping their viewers on their channel while other companies were not allowed to advertise. This combination of facts gave birth to a new format in television: the short programme.

Among some European countries, France was one of the first to explore the short TV programme format. The first short programme to come out was the "weather programme". By splitting the programme to two distinct segments, news and weather, audience viewership increased from 20% to 30% while the weather programme was sponsored ensuring additional revenue to the channel. Here started the revolutionary short TV programmes back to back with a brand...

The mid-80's saw the short informative programmes 100% sponsored with the logo of the brand '10' before and after the informative programme. Very quickly, those programmes became a meeting point for the audience, who highly preferred to watch an informative programme instead of commercials. In the meantime, the sponsor was able to better highlight its brand values expressed in the programme and gained recognition from the audience.

In 1986 in France, sponsorship represented 5% of the total revenue of the programmes, while in 2007; it represented 15,8% or a revenue of one billion Euros. From 1986 to 2007, the short programmes production increased to 40%.

What was happening was that broadcasters were generating more income, while reducing their production costs. This was the key success of the short TV programme.

After exploring the informative/educative short TV programmes, some broadcasters took the risk to produce short fictions. They won their bet; the audience rate gained 10% more.

The strengths of this specific format are huge. For instance, it can be applicable for a large range of content (e.g.: environment, security, health, architecture, way of life, sport events, news, economy, fictions, entertainment...and so on). It offers an alternative to the commercial break, which is generally too long and invites viewers to shift to another channel. It creates a meeting point with the audience keeping them. It also increases the audience viewership rate, allowing the broadcaster to increase the commercials airtime fare.

Moreover, it allows a brand to communicate differently, to be associated with a chosen content programme, which is not commercials, to promote its values, to increase its notoriety and to be exposed to a bigger audience. Last but not least, short programmes can reduce costs for the broadcasters.

Thus, this new TV content format meets an incredible success and meets the expectations of the broadcaster, viewer and advertiser.

This format of which the French are the leader



Interview of Ms Ramlan from TV3, Malaysia



is arriving in Asia. To support some Asians broadcasters in exploring and developing this innovative TV format, the French government and AIBD joined hands to conduct a workshop showcasing the "Short TV programmes". Held from 16 to 20 March 2009 in Manila, the workshop brought together senior producers, content managers, and general directors from VTV, Vietnam, TVOne, Indonesia, TV3, Malaysia and GMA/QT, Philippines. It was supported by GMA, Philippines.

On the same basis and in the framework of a three-year plan, the French Government through the Regional Audiovisual Attaché from the French Embassy in Singapore and AIBD will set up a series of workshops dedicated to "TV content". The next activity will cover "Edutainment/Infotainment TV programmes" to be held in Media Prima, Malaysia.



Among guests present at the opening ceremony were Mr Howie Severino, Presenter/Producer of "iWitness", Mr Feydeau, Cultural Counselor, French Embassy in Manila, Mr Nougariolis, Producer & Consultant, Mr Mendjisky, Regional Audiovisual Attaché-French embassy in Singapore, Mr Macalintal, Audiovisual Attaché-French Embassy in Manila



The Commonwealth Broadcasting Association (CBA) and its media partners held a successful CBA Regional Conference for the Pacific in Tonga on 9-13 February 2009, agreeing among others, to expand information dissemination initiatives to address the impact of climate change.

With the theme "Broadcasting for a Better Tomorrow," the conference attracted over 100 people from the Pacific region, including Australia and New Zealand, and all round the Commonwealth. Delegates from South Africa, Sri Lanka, India, Canada and the UK also attended the Conference. The Acting Prime Minister and Minister of Health for Tonga, Dr Hon Viliami Tangi, opened the Conference.

In a workshop on climate change held to coincide with the conference, more than 50 media participants forged a memorandum of understanding that would:

- Call for effective media representation in national climate change country teams.
- Encourage government agencies to alert the media to all climate change workshops and meetings attended by officials.
- Identify more effective ways in which broadcasters/media can co-operate at a sub regional/regional level including content sharing, training and technical expertise.
- Encourage and support innovative ways of delivering climate change information to the widest possible audiences.
- Involve all sectors in developing climate change media strategies at the earliest possible stage, e.g. media producers/publishers/broadcasters, youth, environmentally vulnerable groups, women, politicians and civil society groups.
- Urge broadcasters to commit airtime to raising awareness of climate change issues.
- Lobby for clear information/press releases from government agencies and NGO's.
- Continue to discuss ways of improving climate change coverage by the media as a priority at conferences e.g. PINA, AIBD, CBA.
- Ensure that accessible media information reaches the most vulnerable rural communities.
- Work to improve journalistic understanding of climate change as an issue that will have a fundamental effect on all sectors and areas of society.
- Encourage and facilitate the international media to cover climate change issues in the Pacific.

In recognition of the special difficulties experienced by small states, the CBA launched at the conference a booklet entitled "Covering Elections in Small States: Guidelines for Broadcasters" authored by Mary Raine.

The Conference had an excellent and

Broadcasting for a Better Tomorrow



informative session on "The Role of Guidelines in Political Reporting and Election Coverage," addressed by Phil Molefe, General Manager International Affairs and former Editor in Chief of SABC News, and Murray Green, Director ABC International and former Chair of ABC's Election Coverage Review Group.

Rick Ellis, CEO TVNZ, addressed the topic on "The NZ/Pacific Relationship, in the Past and in the Future." Professor Rajesh Chandra, vice chancellor of the University of the South Pacific, also spoke and stressed the need for the next generation of leaders to gain a broad grounding in ethics, science, and understanding the media. Mark Scott, managing director of ABC, spoke about the importance of broadcasting in the public interest.

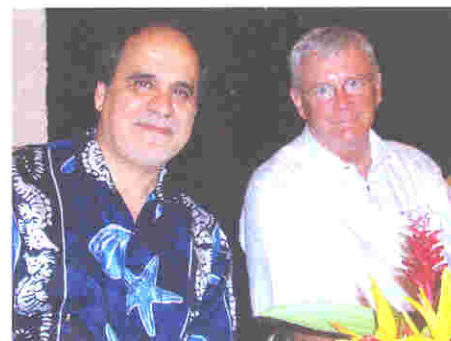
A panel consisting of Peter Cavanagh, CEO RNZ, Pesi Fonua, Matangitonga website, George Pitt, Chairman of Pitt Media Group, Cook Islands, and Pere Maitai, Director of News and Current Affairs, Pacific Radio News/Pacific Media Network, Auckland discussed Pacific media freedom challenges.

Another interesting topic covered was "Innovative Programming, including Human Rights, Diversity and Gender Issues, and Material Generated by the Public." Speakers were Patrick Holmes, Director of Amnesty International New Zealand; Sonya Haggie, General Manager (Sales and Marketing), Maori TV; Paul Cutler, Director of News and Current Affairs, SBS; Ian Kalushner, Producer News and Current Affairs, CBC TV.



Delegates found useful the session on "Pacific Rights for the 2010 World Cup," which Ken Shipp, Head of Sport, SBS, Pacific rights holder for the World Cup, discussed in detail.

Another conference feature was a workshop on regulatory issues attended by 25 participants mostly broadcast regulators. It was a groundbreaking opportunity for Pacific broadcasting regulators who probably gathered for the first get-together. The workshop also served as a venue to launch the second updated edition of "Guidelines for Broadcasting Regulation" by Eve Salomon.



Dr Javad Mottaghi, AIBD Director and Mr Ken Clark, CBA Vice President



UNESCO/AIBD/IRIB Training Programme To Support The Development of Radio Television Afghanistan (RTA)



IRIB and UNESCO, Kabul supported 19 training programmes covering over 50 weeks of training between October 2008 and February 2009. The trainings were managed jointly by AIBD and IRIB. Trainers and experts were sourced from IRIB and also offered attachments in Tehran supported by IRIB.

All training was delivered in Persian language. The IRIB training division, with its excellent team of Persian speaking trainers, delivered the training in Kabul and Tehran. UNESCO Kabul supported the whole project through practical on the ground support as well as funding.

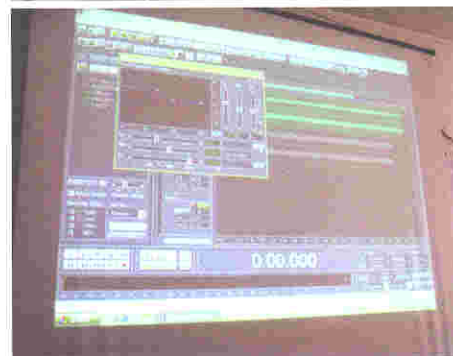
The AIBD organised 26-week programme for 10 activities, which covered technical trainings, attachments and programming training as well training for a sustainable future.

The Technical training included Distribution Technology, TV Studio Technologies, TV Transmission Technology, Radio Transmission Technology and Radio Studio Technologies covered a wide range of subjects on the topics relevant to RTA.

On the Programming side there were two sets of attachments on Children's programming and News programming, where a trainee was attached to the IRIB programming departments under the supervision of a qualified trainer for one month.

Training activities for sustained development included Training of Trainers support and Training Needs Analysis which provided support for potential trainers on methods of design, application, implementation, and evaluation of core competency development programmes for adult learners. Training needs analysis was conducted with Consultants from AIBD and IRIB, who held discussions with relevant personnel in RTA. Data has been collected and its analysis and recommendations has been collated into a report for UNESCO.

IRIB delivered a further 9 programmes covering 27 weeks of training. This included a number of attachments as well as face to face technical training in Kabul, including Training



for Set design and scenic backgrounds, Training for Make up artists and costumes. Also included was attachments for RTA staff to IRIB for four to six weeks on the topics of technical training, set design training and programming. Practical training support was provided for on the job maintenance of engineering equipment and Training was also provided on streaming Broadcast material to the Internet, Training trainers and HD TV.

The obstacles in delivering the training in time were many-from the situation on the ground in Kabul, to managing the release of so many trainers from IRIB in such a short time, managing within funding limits to name just a few. All of these obstacles were overcome through the co operation, collaboration and goodwill of all the organisations involved.



Quality Service through Digital Television Broadcasting

By **Amal Punchihewa**
Lecturer, Consultant, Researcher on Broadcast Engineering

The implementation of digital broadcast services has started in many parts of the world. Mauritius presently has a digital radio and television broadcast service terrestrially. However, some of the staff lack knowledge on digital broadcast technologies, raising the need to train staff regularly. With the rapid changes in technology, the need for skill and knowledge upgrade becomes critical.

The Mauritius Broadcasting Corporation (MBC) sought assistance from the AIBD and Asia-Pacific Broadcasting Union (ABU) to conduct a special activity to elevate digital broadcasting knowledge of its technical staff. With the sponsorship of AIBD and ABU under Technical Advisory Service (TAS), MBC organised a digital television broadcasting workshop held at the MBC broadcast facility on 1-10 December 2008. Most of the participants out of 44 were from the MBC. There were six participants from the Multi Carrier Mauritius Ltd (MCML) – the



organisation that provides the transmission services for MBC. MCML was a part of MBC prior to the reorganisation as we find with most of the broadcast organisations.

The workshop covered topics on concepts of television signals, analogue to digital and digital to analogue conversion, concepts in image, audio and video compression, compression standards – MPEG-2, MPEG-4 and scalable video coding, coding for error correction, digital television systems, DVB-T, S, C, H, SH and second generation technologies DVB-S2 and DVB-T2, IPTV, Mobile television and DAB & DAB+. The workshop also discussed the HDTV, analogue switch-off, set-top boxes and frequency planning issues.



Mr Bijaye Madhou, Director General, MBC being interviewed.



The contents emphasised the importance of good understanding on the basic concepts and principles in digital broadcast technologies to provide quality service to the viewers. During the workshop, detailed discussions were made on the main components of a digital broadcast network starting from acquisition to the delivery.

As the course consultant, I enjoyed this workshop despite its heavy workload due to the intense nature of the workshop. The participants were keen to learn and attended almost all the sessions. The friendly staff of MBC, Mr Prem Seebaluck, Ms Luxmi Samboos and Ms Anouksha Laval made my stay a very pleasant one. I have great memories with some of the other staff who accompanied me during site visits.



Mr Farid Jangeerkhan, Chairman of MBC (right)

Is the glass half full or half empty

By **Otto Evjenth**, Executive Director, GMCD

It is in accordance with the calendar close to year since some of us met in Kuala Lumpur, during the 2008 AMS, to discuss the role of media in a society increasingly characterised by polarisation, divides and new paradigms.

During the same year an era has seen its end and a new started to find its form. Over this period of time some of the most powerful media groups of this decennium have experienced financial collapse whilst technological convergence and convergence of user behaviour has made it possible for newcomers to enter the global, regional, national, and local arenas for activities by and competition amongst media.

As a media person I find it quite interesting that media lately have been using pages and minutes to describe the way the financial sector has been creatively pushing "financial instruments" whilst some few columns and seconds have been focusing on the way the media-sector has been creatively "pushing" consumer goods which are dependent upon the financial instruments we so eagerly have been criticising.

During my presentation last year I underlined that credibility is likely to be the most important pillar for media economics and that our value-propositions have to be trustworthy to make us continue to deserve the positions gained.

During the meetings last year, AIBD and WGM presented the objective of opening a "Global Media Centre for Development" – GMCD. Since then we have had series of meetings with

broadcasters and their associations. And even if we have had to adjust the financial models we have been standing firm on the importance of the contribution from media to be able to handle the huge challenges connected with education, health, and cross cultural communication in the information society.

GMCD is, however, not solely created as a device to improve life in underserved areas through making information on health, knowledge and cultural communication, accessible and affordable. It is more than anything a tool to regain and further develop the credibility which once made mass media a cornerstone for social development.

I am looking forward to be seeing you at the GMCD pre summit meeting in Macau in May and to be able to share with you what we have been doing during the pilot with MBC the "Mauritian Broadcasting Corporation", and the opportunities which are ahead of us when it comes to the repositioning of mass media as a driving force for social development.





Budding Aspiring Cameramen in Myanmar

By **Omar Salleh**
Radio & Television Malaysia

Myanmar Radio and Television 4 (MRTV4) is taking aggressive efforts to improve its TV broadcast quality. For the first time ever, it hosted a Workshop on Camera and Lighting Technique held in Yangon from 4th till 18th December 2008. Fifteen students aged between 18 to 25 years old participated in the workshop.

It has been my passion to share my experience and gain knowledge everywhere I go. I believe that being part of this kind of programme, I will be able to better myself by generating new ideas in different settings and enhancing problem solving skills in my work as a cameraman. What matters most to me is to be able to see those who may have been dreaming to be one or being assigned as a cameraman or required to operate the tool deliver their assignment as trusted by their employer.

And for me being offered to pioneer such workshop in Myanmar was a challenge. Interest in learning from the participants had triggered lots of questions on the topic before I actually went to Myanmar and met the enthusiastic group of young men. I knew the workshop was crucial and people were keen to acquire the knowledge and skill.

So there I was, taking the lead in the Camera and Lighting Technique Workshop for 14 days in Yangon, Myanmar.

The two-week course exposed participants to camera work. It was designed to suit the requirements of the trainees, based on their level of expertise and background.

Among the focus of the workshop were the main basic techniques for TV shoots. For instance 'shoot in sequence' that ruled the 'call time and roll time', 'visual shooting' and 'lighting techniques' of '3-point lighting

mixing colour temperature, indoor and outdoor' were also introduced.

Participants were given the opportunity to put theories into practice during hands-on sessions and group assignments throughout the workshop. They also explored possible solutions for troubleshooting.

The workshop gave emphasis to work etiquette and discipline, which are crucial in this creative industry. Hence, it was critical to provide the right motivation for the participants in becoming a cameraperson, an important ingredient before one understands how a picture tells a story.

The broadcasting industry in Myanmar is moving up in trend and content and has enormous potentials to be tapped by the people. The overwhelming response by the trainees will bring positive effects to MRTV4 regardless on how young the station is.

The opportunity and trust given by AIBD to me in pioneering such workshop in Myanmar is indeed invaluable and has undeniably brought much self-satisfaction. I believe that the high motivation and natural aptitude of the participants will augur well for the industry.



Although the workshop was held in a small scale with not many trainees, the one-on-one coaching session had seemed short. However, with the progress displayed throughout my stay there, I am confident that MRTV4 will experience a turnaround in its productivity.

MRTV4 should take pride now that it owns a pool of talented camerapersons that are committed, artistic and energetic and will be able to bring a leap in the broadcasting industry in Myanmar.

From looking so immature and careless, those 15 trainees transformed themselves in 14 days with the right traits of becoming camerapersons. They were really into it and even made me work during my rest time or off day on Sunday, which made my time pass even faster and I didn't mind at all! They made my stay worthwhile and made use of my time to the fullest.

When I was there or even back in Kuala Lumpur, everybody would ask me about my stay in Yangon. I responded by smiling sheepishly, recalling the two precious words that I learnt there, namely; "Minglabar" and "Nalela", recalling the moment when I was warmly greeted, "Minglabar". I was so surprised. It had a similar phonic sound as 'menggelabah,' which in Malay word means a panicky person. But then I learned that "Minglabar" is a normal word used widely for greetings.

As a seasoned cameraman, I find miscommunication common whenever I travel around the globe. In order to ensure that my message got right, I was heavily influenced by the frequent usage of the word "nalela" in class, which means 'understand' in Myanmar language. So "nalela" everyone?



Omar Salleh is an award-winning cameraman with the Radio & Television Malaysia. With over 26 years experience in the broadcasting industry, Omar has covered many prominent figures in the country and war zones in Somalia, Iraq and Bosnia. He was once taken as a hostage during the war in Iraq but the incident never stopped him pursue his passion as a cameraman.

ASBU AND SABA JOINS HANDS WITH AIBD TO PRODUCE

The 2nd Edition of the International Co-production

“I AM...” Children voices on TV Programmes

The international co-production “I am...” is a series of short TV programmes for the children with a view to strengthen cultural diversity and create a better understanding among children about various cultures and school of thoughts.

During the first edition, completed in 2008, a series of 14 touching episodes* have been produced. These short TV programmes show how children voice what they think about their religion, why they like the countries they live in, how they were affected by the tsunami, their view on the relationship within the family, their expectations or that they dislike the pollution on their beach.

This series is a true translation of cultural dialogue among children from around the world. Our main objective is to enhance the voice of children by saying « I am... » and consequently offering another glance of the world.

But to make that possible is a long and tough mission... Passion, commitment and dialogues among media professionals are crucial and that's why, for 2009, AIBD, ASBU (Arab States Broadcasting Union) and SABA (Southern African Broadcasting Association) have joined hands with AIBD, to broaden the series and encourage media to promote the diversity of visions, values, beliefs and thoughts.

AIBD, ASBU and SABA are organizing the second “I am...” co-production in 2009, in collaboration with the Commonwealth Broadcasting Association, the Islamic Broadcasting Union, the French Ministry of Foreign affairs and the Children & Broadcasting Foundation for Africa.

AIBD, SABA & ASBU are bringing together at least 35 Children's TV programme producers



From left: Mr Abdul Momen, Director ASBU Programme Department



from Asia, Africa and the Arab world, to participate in this international co-production of short programmes series for Children.

Before launching the production, AIBD, ASBU and SABA are organising 3 identical workshops for preparing the “I am...” production and for exploring, more generally, children's TV programmes production.

The first workshop took place in Tunis, Tunisia from 6 to 10 April 2009 and was organised and hosted by ASBU. We welcomed 20 participants from 10 countries (Tunisia,



Algeria, Sudan, Syria, Palestine, Qatar, Egypt, Morocco, Yemen and Lebanon).

The second and the third workshops will take place in Kuala Lumpur, Malaysia and in Johannesburg, South Africa end of April and early May 2009.

Each workshop is conducted by 2 outstanding experts: Ms Firdoze Bulbulia, director, producer, writer and educator specialised in children's issues, children's rights and Children's TV programmes and Mr Faith Isiakpere, a distinguished director-producer, who worked internationally for many broadcasters including Thames TV, Channel 4, Central TV, and BBC.

Following the workshop, participants will produce their own “I am...” episode focused on a child. At the end, AIBD will collect all episodes and edit a series for participating organisations. Whilst they have to cover the costs of one production they will benefit from receiving at least 30 programmes at no cost and free of royalties for broadcasting during a period of one year.

*Four examples episodes from Egypt, Papua New Guinea, Sri Lanka and Iran are available on our website

<http://www.aibd.org.my/homepage/article.cgi/284.html>

The whole series is available on DVD from AIBD.



Memories of Myanmar

By **Robin Sharma**
Executive Director of Nepal Radio & AIBD Consultant

What is striking about the golden city of Yangon is the warmth of the hospitality that finds expression in the smiles of the people. From the moment a visitor arrives at the airport you cannot be more comfortable anywhere else. This feeling of being so welcome sets the tone for a thoroughly satisfying professional experience.

The Communication, Management and Interview Workshop was organised in Yangon, Myanmar from 16-20 March 2009. This two days workshop was organised for two groups of participants that included directors, scrutinizers, editors and researchers from the Minister's office, Radio and Television, Information and Public Relations Department, Printing and Public Enterprise, Motion Picture Enterprise as well as MRTV 4 and Mandalay FM.

Other topics like broadcast management, how to give feed-back and interviewing techniques were also touched upon. Although the workshop duration (2 days each) was short, the participants benefited through the lectures, discussion and interaction. As one participant put it, "I was hesitant in the beginning but I'm glad I attended this workshop. This has given me immense exposure." Another participant said this was the first workshop he attended even as he approached retirement. "This has given me the motivation to work differently and deal with my colleagues more efficiently," he said.

Sandwiched between the two workshops was a one-day session with potential trainers of MRTV 4. A total of fourteen production directors, assistant production directors and programme coordinators attended this day-long workshop on training of trainers, TOT. Despite the intensive lectures on need analysis, teaching techniques, planning



and feedback, the participants worked in two groups to design week-long training outlines, complete with objectives and expected outcome. Without even a moment of boredom, desperation or stress the workshop was over. Nothing can be more satisfying than the smiles of gratitude emanating from the groups of visibly content participants. This is the reward for any trainer or consultant with a mission in Myanmar.

Back to the culture of hospitality I started with: the sumptuous lunches and dinners with exotic culinary delights in the most ambient of surroundings with smiling people all around deserves special mention. The hosts in Myanmar never fail to surprise you with the variety of food and the sincerity with which they serve. As one friend rightly put it, "Be careful. The friendly people could kill you with kindness." And indeed, any visitor returns from the golden city of pagodas with fond memories to treasure for a life-time and the desire to go back again.



The focus of the workshops was to prepare the officials to effectively face the media, make powerful presentations and communicate with their colleagues with clarity and precision

EATR Joins AIBD



The Eurasian Academy of Television and Radio (EATR) is the newest member of the AIBD family. As a permanent, non-profit professional organisation, EATR promotes the development and strengthening of international cooperation of countries of Eurasia media. It supports and implements its own programmes and projects in the field of mass media, science and culture, education and the law, initiated by the Bureau EATR. It also provides policy and expert advice.

EATR operates in accordance with the laws of the Russian Federation, including – the law "On mass media," the basic legislation on culture.

Headed by its president, Mr Poptsov Oleg Maximovich, EATR has other objectives; to promote the creation of a common open information space of CIS countries, new states in the former Soviet Union and other countries in Europe and Asia, cross-cultural communication, establishing partnerships and networks at the international level. IT cooperates with the Ministry of Culture and Mass Communication, the Executive Committee of the CIS, the Eurasian Economic Community, the Union State of Russia Board – Belarus, the Eurasian Mediaforumom, national associations and organizations, television and radio.

Currently, EATR is the most representative, authoritative and influential organisation in the former Soviet Union professional bodies.

One of the most important areas of work EATR is the cooperation with Russian regional broadcasting companies, festivals and competitions. EATR features a systematic analysis of television as a cultural phenomenon and a unique public institution with ever-increasing responsibilities. By developing such aspects EATR attracts specialists from the Ministry of Culture, Ministry of Foreign Affairs, the academic and industrial institutions and international organisations.

Closer Cooperation with UN-ESCAP

The United Nations Information Services Economic and Social Commission for Asia and the Pacific (UN-ESCAP) and AIBD have agreed to develop a long-term action plan to pursue TV co-production and support for the Millennium Development Goals (MDGs) in the region.

The agreement was forged during the meeting between Dr Noeleen Heyzer, Under-Secretary-General of UN-ESCAP and Dr Javad Mottaghi, AIBD Director, at her office in Bangkok in March 2009.



In their talks, Dr Heyzer agreed that UN-ESCAP would be actively involved in the forthcoming conference of the Heads of States in 2011.

Mr Hak-Fan Lau, Chief of the United Nations Information Services Economic and Social Commission for Asia and the Pacific (ESCAP), will be the focal person for advancing the future cooperation between UN-ESCAP and AIBD.

In 2007, UN-ESCAP supported the MDG Media Awards for print, radio and television in Asia Pacific, which AIBD helped organise and implement.



President of Maldives to support Media Development

The AIBD Director met His Excellency the President Mohamed Nasheed of Maldives and discussions were held on potential initiatives to pursue media development in Maldives and the region.

In the meeting on the 1st February 2009, President Nasheed advised that he was keen on supporting the development of Media for the free flow of information in Maldives. He also said that Maldives was keen to support programmes that would promote freedom of expression.

Dr Mottaghi informed the Maldives President of AIBD's efforts to organise the 1st Conference of the Heads of States in 2011 in Indonesia, and how Maldives can support to ensure its success. He also talked about the benefits of public service broadcasting and how this model can be adopted in the region.

Mr Thoyyib Mohamed Waheed, Minister of State for Tourism, Arts and Culture, was present in the meeting. He will represent Maldives as the President of the AIBD General Conference in Macao and Fiji, site of the next AIBD General Conference.

It was learned that the Voice of Maldives and Maldives Television would be merged to form the Maldives National Broadcasting Corporation (MNBC). The merger will take time but Minister Waheed said that the government was behind the merger and the shift to a more professional organisation.

Dr Mottaghi had occasion to meet the three members of the MNBC Board, and discussed matters of mutual concern. They were Mr Ibrahim Kaleel, Managing Director, Maldives National Broadcasting Cooperation-MNBC, Mr Mohamed Asif, Deputy Director General, Television Maldives-TVM, and Mr Badru Naseer Assistant Executive Director, Voice of Maldives-VOM.

It was agreed that AIBD would help MNBC



organise a workshop on Training the Trainers in Maldives followed by a Training Needs Analysis (TNA). This will be implemented in July 2009.

Following the restructuring of MNBC, Mr Kaleel agreed to release one of his qualified staff to AIBD for a period of two years on a secondment basis. Dr Mottaghi also had a two-hour brainstorming session with MNBC senior staff about restructuring the Voice of Maldives and Maldives TV into one organisation.

While in Maldives, Dr Mottaghi met representatives of other AIBD members in the country and discussed activities to strengthen cooperation with private media organisations.



Mr Mohamed Asif, Deputy Director General, Television Maldives-TVM, Mr Ibrahim Kaleel, Managing Director, Maldives National Broadcasting Cooperation-MNBC, Dr Javad Mottaghi and Mr Badru Naseer, Assistant Executive Director, Voice of Maldives-VOM

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THE 3RD ASIA-PACIFIC AND EUROPE MEDIA DIALOGUE, Amsterdam, Netherlands, 9-10 Nov 2009

Radio Netherlands Worldwide and the Asia-Pacific Institute for Broadcasting Development (AIBD), will hold the 3rd Asia-Pacific and Europe Media Dialogue at the Royal Tropical Institute in Amsterdam from 9 to 10 November 2009.

The conference theme is "a new agenda for media" and a part of the conference will focus on the consequences of the current economic crisis for the media agenda in Asia and Europe. What is the effect for programme management and content in state, public, private and community media? Does it change the relationship between Europe and Asia? In addition to this, such themes as public involvement, ownership and responsible journalism, as well as discussion on the use of new technologies and social networks will be organized. There should be opportunities for exchange of ideas and discussions between media professionals from Asia and Europe, which could bring new insights and produce innovative strategies to counter the current economic and technical challenges. For more information check, www.aibd.org.my