

# AIBD General Conference Highlights

## OPENING CEREMONY



## RECEPTION DINNER



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## VILLAGE DINNER

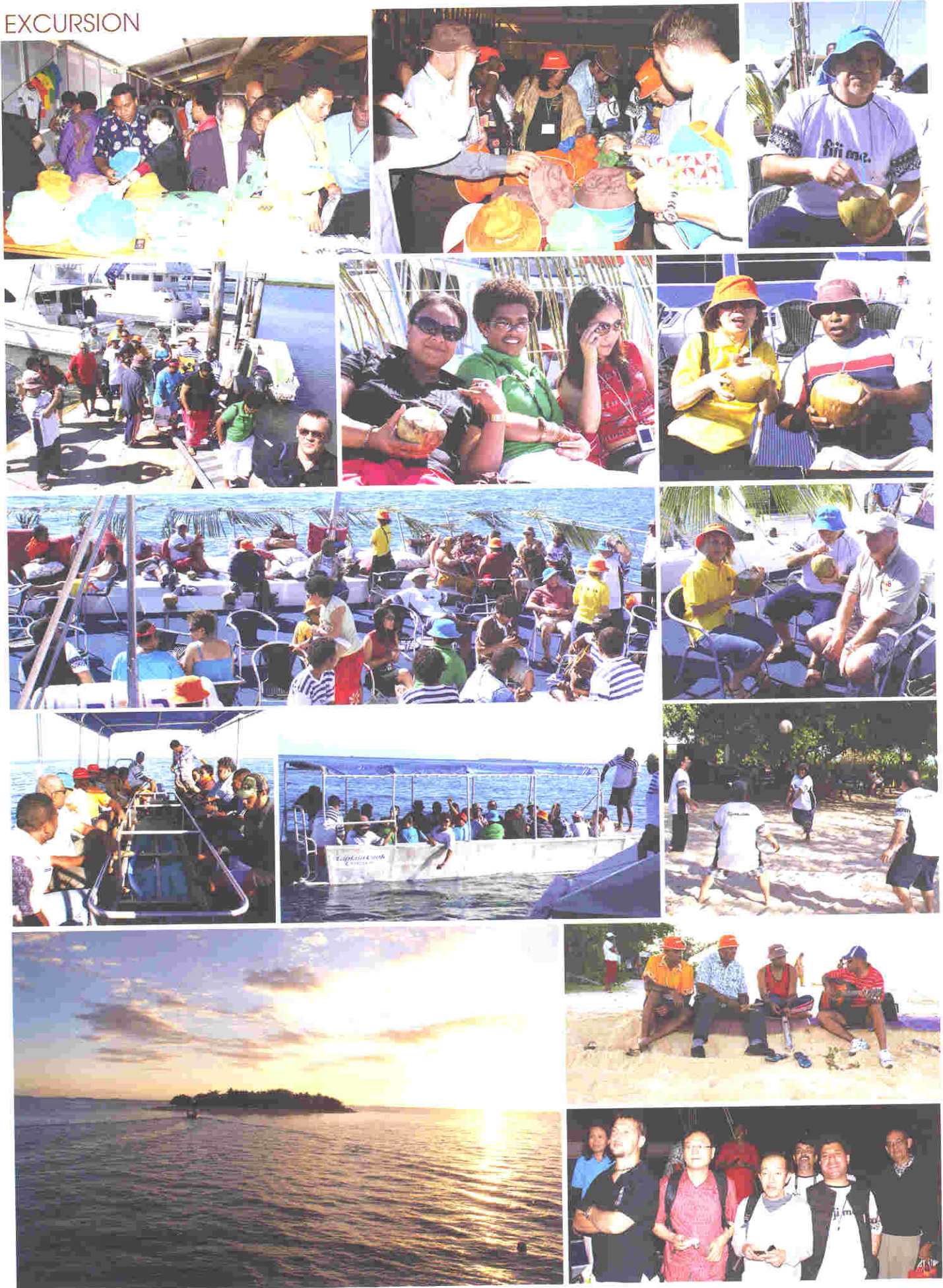


## GENERAL CONFERENCE



# AIBD General Conference Highlights

## EXCURSION



# AIBD General Conference Highlights

## MEDIA LAW



## HIV SEMINAR



## AWARD CEREMONY



# Knowledge Deficiency CAN Lead to Immune Deficiency

By **K P Madhu**  
Programme Manager, AIBD

When more than two out of 100 people are infected with HIV in a country, the health delivery systems tend to creak from the weight of people who need treatment for tuberculosis, diarrhea, pneumonia and many other diseases. The problem is compounded by the fact that the people do not know that they are falling ill due to immune deficiency because they are reluctant to test for HIV. They hesitate to go for HIV test because of the fear of stigma and discrimination. So the virus spreads further. This is what is happening in Papua New Guinea in the Pacific.



The myths about HIV spread faster than the virus. And the broadcasters hesitate to provide important and relevant information. Because HIV is primarily a sexually transmitted infection, our cultures do not permit talking about sex when children are around. Children are always around when we listen to Radio or watch TV. The lack of knowledge and understanding puts young people at risk.

Other sexually transmitted infections increase the chances of HIV infection. When more than 25 percent of pregnant women have chlamydia infection as in Fiji or when nearly 10 out of 100 pregnant women are have syphilis as in Solomon Islands, media keeps quiet. Would we keep quiet if such high numbers referred to Malaria or dengue?

The need to talk about such issues came up during a seminar on HIV and AIDS organised by AIBD with support from AMAI-GMAI, UNAIDS, UNESCO and SPC. The seminar was organised on 24th July after the General Conference of the AIBD. In the seminar, the participants discussed the need for allocating airtime for discussing HIV related issues, the

ways of measuring impact amongst the audiences and the need to put in place a workplace policy regarding HIV in the broadcast organisations.

The seminar was followed up by a workshop where scientific and medical aspects of the issue as well as the psychological and social aspects were discussed. Games and exercises were used to bring home the manner in which HIV spreads and the lack of understanding about the vulnerabilities.

In the end, the participants sat down to work out regional cooperation and collaborations to respond to HIV adequately.



## Interviewing and Conflict Resolution

By **Rajendra Sharman**  
Consultant, AIBD



The 30-minute drive from Zia International Airport to the National Institute of Mass Communication, NIMC at Darus Salam in the sweltering heat of Dhaka was an experience in itself. I had heaved a sigh of relief when I saw a man standing with a banner bearing my name. The Deputy Director, Mr Nazrul Islam, was there to receive me. After preliminary introductions, we spoke of the heat, the weather and the delayed monsoon as we drove to the NIMC. It was a fairly large complex with a tree-lined driveway from the main entrance leading up to the main building.

The AIBD-NIMC Workshop on Interviewing Techniques and Conflict Resolution was held at one of the Training Halls of the NIMC from 17-22 July 2009.

The workshop was attended by 13 participants from Bangladesh Betar, Bangladesh Television, the NIMC and other organisations as well as private radio and TV channels.

The participants, with a wide variation in age, education and experience were generally intelligent, eager to learn, patient and cooperative. The objective of the training was to guide the participants to conduct interviews for radio and television professionally and impartially.

The second component of the training was conflict resolution. Those participants who conducted interviews as part of their jobs and others, who were new, were encouraged to develop a clear vision of the objective of the interview and to zoom into the focus area.

The training sessions were smooth with fairly satisfactory level of participation. The participants made an effort to contribute their share towards making the workshop rewarding. Some participants who had difficulty expressing themselves in English were encouraged to speak in Bangla and that made it possible for all to participate equally.

The practical sessions in the studio and in the field were highly participatory and interesting.

At the end of the four-day workshop, we were able to accommodate a session on Training of Trainers also. The general feedback from the participants was that the duration was short. They wanted more sessions on Conflict Resolution.

At the end of the workshop, I realized how thirsty the participants were for knowledge. Even on the last day, they were asking for materials on other topics and I still have the task to send them the materials I promised.



# Disaster Risk Reduction: A Development Concern

By **Roopa Rakshit**  
Communication & Information Manager, ADPC

The number and seriousness of disasters is increasing, disproportionately affecting poor countries and poor communities. The recorded number of disasters, the number of people they affect and the property losses they cause have risen dramatically each decade since reliable records began in around 1960. An average year will see disasters kill over 60,000 people and affect at least a quarter of a billion. Numbers fluctuate. More than half of disaster deaths occur in low human development countries, even though only 11% of people exposed to hazards live there. These countries suffer far greater economic losses relative to their GDP than richer countries. Their capacity to reduce risk is also much more limited. For example, without external assistance the developing countries lack the means to end famines through investment in water management, marketing and transport infrastructure, industrial development and social protection.



The Environment and Disaster workshop, held from the 15-19 August 2009 at Tehran, Iran and jointly organised by AIBD, UNESCO and IRIB, stressed such emerging concerns by developing capacities of around thirty participants who broadly learned key disaster management concepts, environment sustainability and its need for integration into disaster management, the significant role of the media before, during and after an emergency disaster crisis.

The participants were from mixed backgrounds and at different level of understanding of disaster management. The participants were

from the Ministry of Interior, academics, international organisations, United Nations agencies, national disaster management organisation and journalists from IRIB. Workshop consultants were Ms Roopa Rakshit, Communication & Information Manager, and Mr S H M Fakhruddin, a Technical Specialist, both from the Asian Disaster Preparedness Center in Bangkok, Thailand.



Mr S H M Fakhruddin, ADPC Technical Specialist



Ms Roopa Rakshit, ADPC Communication & Information Manager

The generic sessions over five days included terminologies & disaster risk management concepts, disaster management cycle, the difference between disaster management (DM) and disaster risk management (DRM). In a discussion on Disasters & Development, consultants and participants examined the vulnerability linkages of disasters and their impact on economic, social, livelihood, environment, infrastructure, lifeline systems and sustainable development.

Other sessions included Natural Hazard Classification, Global Disaster Risk Management, Environmental linkages with Disaster Risk Reduction, Disaster Need Assessment-Iran context, Disaster Risk Communication (DRC)/ Disaster Reporting, Introducing Toolkit for Media on DRM, Disaster Information Management System, Disaster Information Management Tools.

The workshop also invited several guest speakers from the United Nations agencies



Mr Amir Abdollahpour Makouei, Humanitarian Assistant, UNOCHA



(Center): Fatemeh Saleh of Tehran Disaster Mitigation & Management Organisation

like, UNOCHA, UNESCO and UNDP. Tehran Disaster Mitigation and Management Organisation (TDMMO) provided an interesting insight into Public Participation in Disaster Management.

Evolving and emerging areas like early warning & telecommunication systems and the role of media: before, during and after were covered on the last day of the workshop.

The workshop provided a platform for effective exchange of information, good practices, concerns and challenges. Iran is well advanced in terms of preparedness and mitigation initiatives in disaster management. However, there is room for better distribution of this knowledge and awareness raising initiatives at all levels of stakeholders.

Several interactive discussions, dialogues followed every presentation and sessions. Heated debates and passionate expressions were enjoyable and reflective. Group activities, games and energizers were readily accepted and played with most enthusiasm. A network & bonding amongst participants was assured through exchange of contact details.



# Signal Analysis Takes a Holistic View

by **Stephen Farrugia** and  
Engineering Director, Broadcast Australia

**Doug Iles**  
System Development Manager, Broadcast Australia

In the new era of digital broadcasting, television services embrace a whole lot more than the mere transmission of video and audio. Service innovations such as ancillary data services, interactivity, and multichannel broadcasts bring with them a multitude of new and advanced technologies that need to be supported by the broadcast network.

One of the most significant developments in broadcast network operation and management is the need for vigilant monitoring of digital services. Opportunities for error exist throughout the entire 'life' of a digital signal – from the content source base code, through the encoding and multiplexing of the transport stream, and the transmission and reception of the RF signal itself. End-to-end monitoring of services is essential to ensure any errors are detected and rectified before they reach a critical level.

staff to trace the root cause of faults with improved speed and accuracy.

## The Quality of RF

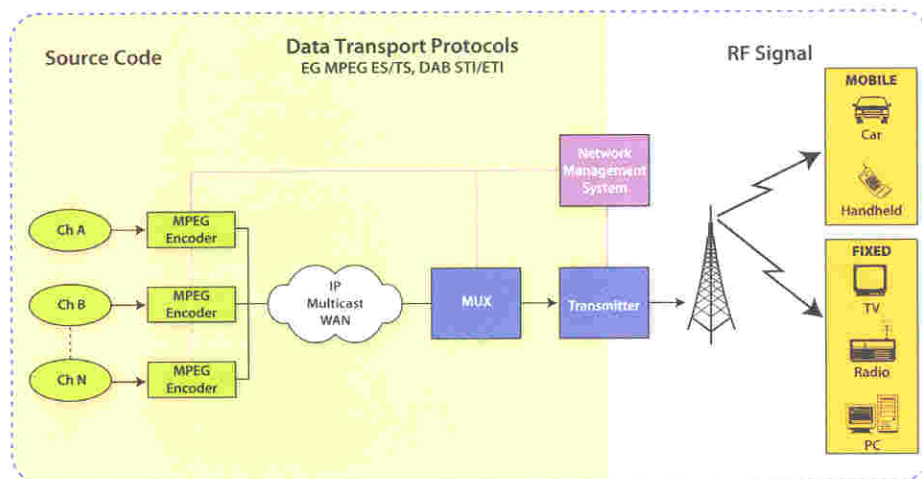
Owing to its very nature, digital transmission permits the monitoring and assessment of a host of different parameters. However, it is important to find the balance between what's possible and what's practical and economic.

Consider first the RF signal. Basic parameters, such as bit error rate (BER), signal level and carrier-to-noise ratio, are routinely measured. However, perhaps the best indication of signal quality is the modulation error ratio (MER). This measures the amount of noise and distortion transmitted, and is used as a 'figure of merit' for service providers. It is often used as a two-stage alarm: the first when the MER drops below a certain value, and the second for complete loss of signal.

(SFN) this figure needs to be closer to 30dB. In the case of mobile TV, the MER needs to exceed 30dB, due to the complex reception environment experienced by mobile handheld devices.

Networks operating in single frequency network (SFN) mode demand a host of additional checks, since the data, bitrate and frequency must be identical for every site, plus accurate time-offsets are applied. It is therefore essential to monitor both the timing and frequency of the transmitted signals at SFN sites. Monitoring transmitted power is equally important for SFN networks, since a small drop in signal strength can potentially affect a large part of the audience.

One of the fundamental tests for SFN network timing is related to the channel impulse response (CIR) measurement. CIR characterises the performance of the channel, providing a graphical indication of signal-strength versus time-delay for signals received at the given location.



End-to-end monitoring of digital broadcast services

## Mastering the MPEG Stream

Upstream of the transmitter is the DVB-T MPEG transport stream. Increasingly, individual services from different sources are aggregated using a digital multiplexer (MUX). The result is a highly complex data stream that needs to be monitored for integrity, since any faults or errors can disable a service and could interfere with other services within the MUX.

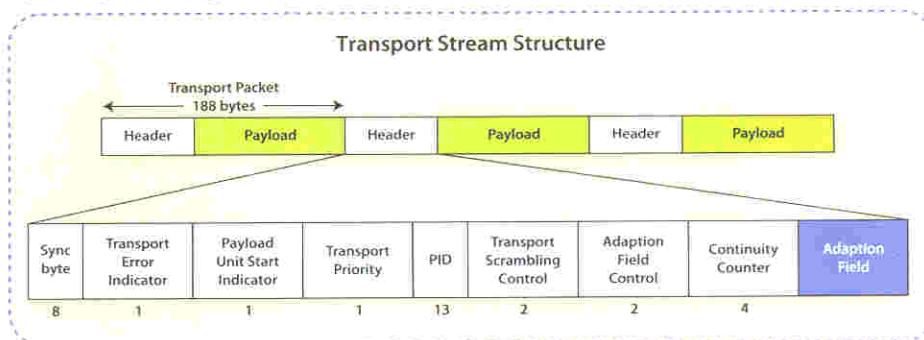
For example, the MPEG transport stream used for DVB services consists of transport packets comprising a 'header' segment and a 'payload'. The header contains key information such as transport error indicator, transport scrambling protocol – along with the essential 'packet identifiers' (PIDs).

Moreover, from a diagnostic point of view, there is increased emphasis on the ability to isolate individual programmes within a multiplexed signal. In an environment of shared digital networks, each content provider will need assurance that its programmes are going to air correctly, and is likely to be concerned only with an individual stream within the multiplexed signal. An independent transmission service provider will therefore need to demonstrate compliance to agreed specifications on individual streams.

To support these heavy signal monitoring demands, a sophisticated network management system (NMS) is essential. The NMS aggregates and analyses individual alarms and test results, enabling support

MER specifications vary according to the purpose of the broadcast. Fixed-reception DVB-T services can operate adequately with an MER as low as 20dB, although when operating as a single frequency network

The PIDs are used in conjunction with a series of index tables that are fundamental to successful DVB-T transmission. They provide the critical information that allows the



MPEG transport stream