

# Recognising The Partnership and Contribution Made by Individuals, Consultants and Partner Organisations

The General Conference of the AIBD at its recent meeting in Fiji approved the recommendation made by the AIBD Director and endorsed by the Strategic Plan Team, to recognise the invaluable contributions of individuals and partners in the following three categories:

1. The 2 former Directors of AIBD, namely:
  - Dato' Abdullah Mohamad and the late R Balakrishnan
2. Some long-standing consultants who have been helping AIBD by conducting its activities for over two decades;
3. Partners who have been supporting AIBD since its inception.

The General Conference approved the title of "Honorary Fellow of the AIBD" for the former AIBD Directors.

For the second category i.e. the consultants, the General Conference approved the title "AIBD Honorary Consultant". The said title was awarded to those consultants that meet the following criteria:

- Conducting AIBD training activities for over 10 years.
- Helping AIBD in developing course content and curriculum for various training activities.
- Developing partnership for AIBD enabling the Institute to raise its professional profile.
- Helping member countries in building their HRD capacity in an efficient and effective way.

For this category, the General Conference agreed to endorse the recognition of Prof Drew McDaniel and Mrs Barbara Skerath.

For the partners, the "Long-standing AIBD Partner"

The criteria and names of the partners that the General Conference agreed were as follows:

- Organisations that helped AIBD for more than 10 years by providing funds in cash and or, supporting AIBD's activities in kind;
- Helping AIBD in implementing its new strategic plan, vision, mission and objectives;
- Helping AIBD in developing more partnerships with various potential Partners;
- Helping AIBD in Capacity building among member countries;
- Supporting AIBD in raising its international professional profile in the broadcast industry.

For this category the General Conference recognised and endorsed UNESCO, ITU, DW, CBA and the FES.



Dato' Abdullah Mohamad



Late MR R Balakrishnan



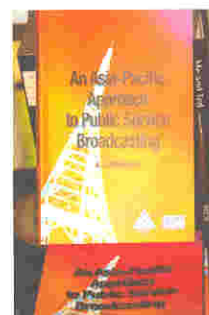
Prof. Drew McDaniel



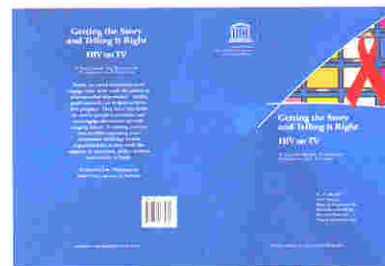
Mrs Barbara Skerath

# Three New AIBD Publications

*At the recent AIBD General Conference in Fiji, the Institute presented to its members three new publications.*



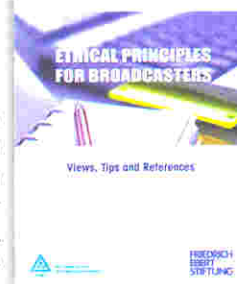
The Guidebook on an Asia Pacific Approach to Public Service Broadcasting provides broadcasters standards and processes to develop PSB in the region. AIBD Director Dr Javad Mottaghi said the publication marks another historical milestone in AIBD's initiative to pursue its mandate to promote the PSB model in the region. Mr Jose Maria G Carlos, former AIBD Programme Manager, served as project manager and lead editor of the Guidebook. FES supported the project.



AIBD collaborated with Unesco in bringing out Getting Story and Telling it Right: HIV on TV HIV Handbook. The book was published as a UNESCO series on Journalism Education. It can be downloaded from [www.unesco.org/world/en/hiv-handbook](http://www.unesco.org/world/en/hiv-handbook).

The third publication is the Handbook on Ethical Principles in Broadcasting.

The book includes articles from over 40 Senior Broadcasters on issues and solutions for Ethical Broadcasting. FES supported the project.



# Asia-Pacific and Europe Media Dialogue

9 & 10 November 2009 • Amsterdam

The Royal Tropical Institute in Amsterdam will be the venue for the 3rd Asia-Pacific and Europe Media Dialogue to be held from 9-10 November 2009, co-organised by Radio Netherlands Worldwide and the AIBD.

The conference theme is: "A new agenda for media"

The afternoons of both days are dedicated to special topics followed by a World Café style discussion of the topics with the findings being reported to the plenary session. The latest agenda and registration form is available at: <http://www.aibd.org.my/conferences/medialogue/>

We would like to invite you all to join us in Amsterdam to make the Asia-Pacific and Europe Media Dialogue constructive and useful.

We have booked a limited number of rooms at the NH Tropen Hotel near the Royal Tropical Institute. The special rate is Euro 111.00 nett per night excluding breakfast. This special rate only applies to confirmed bookings made with the AIBD on/or before 15 September 2009. After this date participants are kindly requested to make their own bookings with the hotel and the special price is not guaranteed.



**RADIO  
NEDERLAND  
WERELDOMROEP**

*See you in Amsterdam*

## AIBD is ISO Certified (continued from page 1)



Fondation Médias et Société  
Stiftung Medien und Gesellschaft  
Media and Society Foundation

### CERTIFICATE OF CONFORMITY

NO 6009004

On behalf of the Board the Media & Society Foundation

This is to certify that the management system of

### Asia-Pacific Institute for Broadcasting Development (AIBD)

Angkasapuri, Jalan Pantai Dalam,  
50614 Kuala Lumpur, Malaysia

has been duly assessed and found compliant with the requirements of ISAS BC 9001:2003 international standard which includes ISO 9001:2008 requirements.

This certificate is valid until June 15<sup>th</sup>, 2012  
and covers the following activities:  
training, consultancy, publication, content production,  
and conference and workshop organisation.

Geneva, June 16<sup>th</sup>, 2009

Claude TORRACINTA  
President of the  
Media & Society Foundation

David BALME, M. Eng.  
Lead Auditor



The Media & Society Foundation is accredited by



*Certificate  
of  
Conformity*

## BROADCASTER NEWS VOL. 8 NO. 3

Published 4 times a year by the [Asia-Pacific Institute for Broadcasting Development](#)

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Printed by SP-Muda Printing Sdn Bhd, 41, Jalan Ipoh Kechil, off Jalan Ipoh, 50350 Kuala Lumpur, Malaysia.

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# ASIA MEDIA SUMMIT 2010

25-26 May · Beijing · China

Hosted by:



**SARFT**  
STATE ADMINISTRATION OF RADIO,  
FILM AND TELEVISION, CHINA

Organised by:



**ASIA-PACIFIC INSTITUTE  
FOR BROADCASTING DEVELOPMENT**

# ASIA MEDIA SUMMIT 2010

DAY 1 - Tuesday, 25 May

0900 – 0945

Inaugural Session and Keynote Address

0945 – 1015

Coffee Break

1015 – 1130

## Session 1

### Public Trust in Media: What is Missing? Is there a Crisis?

Media stereotypes, cultural biases, lack of objectivity and inaccuracies are but a few criticisms harped against media. The public has also complained against excessive commercialism or government control. Critics say that these weaknesses have been responsible for the declining trust in media. Is there a crisis of credibility and trust in media? How do we promote public trust in the media? What is missing in media? What are our standards and ethics? Who should be involved? And What and How?

1130 – 1245

## Session 2

### Media Ethics and Media Freedom

A free media, independent of influences and pressures put by state, religion and commercial forces, depend on a continuum of factors. The universal principles of freedom of expression and freedom of information, media laws operating within each country, the regulations put on each media in each country, co-regulation by the media industry, self-regulation by each media house, journalistic ethics and codes adopted by media practitioners and moral integrity of individual media professional. What are the fine lines that separate legal, ethical and moral codes that ensure the achievement of the ideal of media freedom? What administrative, corporate and community structures need to be put in place?

*(Co-organised by FES and AIBD)*

1245 – 1400

Lunch

1400 – 1530

## Session 3

### Content Access for a Universal Audience

While media has provided more visibility to Asia and Africa, it has also posed challenges to the type of content being dished out. Asian entertainment programmes are more globalized, creating a new market for growth and a better appreciation of Asian culture, values and beliefs. However, there is a dearth of intelligent reporting on events and issues related to the developing and underdeveloped countries, and if there are, they are trivialized and unable to present context and explanations, and even driven by narrow commercial interests. How do we ensure better and innovative content? What strategies will be relevant to reach out to the global audience?

1530 – 1600

Coffee Break

1600 – 1730

## Session 4

### Culture and Creativity in Broadcasting

Asia-Pacific's rich culture be it literature, arts, music, festivals, cuisines, languages and religions has been the subject of content for a cultural industry like broadcasting. Such cultural heritage creates attractive media formats that has raised people's level of awareness and understanding of Asia. But Asian values and beliefs have also served as barriers to creativity and innovation in media. What is the right formula to mix culture and creativity? Do we have creative people, appropriate technology and management support to produce innovative and exciting programmes to enhance understanding of Asian culture?

2000 – 2200

Welcome Dinner

**NOTE:** No registration fee for public service broadcasters around the globe, AIBD members, AIBD affiliates, AIBD partners, ASBU, CBA and summit speakers.

Registration fee for private networks, institutes and individuals is US\$ 250. This does not include accommodation.

# ASIA MEDIA SUMMIT 2010

DAY 2 - Wednesday, 26 May

0900 – 0915

Announcement of the World Television Award

0915 – 1030

## Session 5

### Promoting 'On-Air Diversity': A Case for Community Broadcasting

Community broadcasting is growing in Asia-Pacific. Information technologies are being integrated into community radio to reach out to audiences and become relevant. But barriers remain – technology, content development, community involvement, regulatory framework and sustainable management. How do we resolve them? What strategies do we adopt to ensure success in promoting on-air diversity?

1030 – 1100

Coffee Break

1100 – 1230

## Session 6

### Workers and Migrants in Search of Fortune: Can Media Help?

"Foreign" workers are all over the place in search of fortunes or to escape misfortunes. Attitudes towards them have been mixed. Some see it as a phenomenon that has led to urbanization, economic prosperity and to increasing cultural diversity. Others carry a negative mindset, perceiving them more as threats, thus making the social and economic existence of these workers more precarious. What can media do to enhance the social attitudes towards them? What are their roles and responsibilities?

1230 – 1400

Lunch

1400 – 1515

## Session 7

### Copyright for Broadcasters: Are Reforms Needed?

As digital media spread and creators seek new rights, broadcasters face increasing challenges to generate a balanced approach to copyright issues, one that considers the needs not only of users and promoters of copyrighted works, but also of creators. What copyright reforms are needed? Are there effective agencies in place to provide certainty, clarity and predictability in copyright rate setting to benefit the copyright owner and user stakeholders, and hold accountable government, stakeholders and the public?

1515 – 1615

## Session 8

### Innovative Journalism – is it Worth Adopting?

Innovative journalism is a recent media development that is about covering stories about innovation in technology, science, the environment, politics and business in a comprehensive, multifaceted and creative way. It uses new multimedia technologies that integrate diverse aspects of creative storytelling. Its recognition is gaining ground, especially on the internet. Is this an effective form of journalism? Is it capable of enhancing how we communicate and live in this challenging times?

1615 – 1645

Coffee Break

1645 – 1745

## Session 9

### Mapping Media Assistance: How Far should they go?

Media assistance has evolved from providing minor donations of equipment and training exchanges to long-term, multi-faceted programmes. Donor governments and other aid agencies consider such aid as a key element of international development. Some see it as crucial to building democratic and prosperous societies; others as integral to providing humanitarian assistance. What are the experiences in Asia, in terms of the scope of media assistance, beneficiaries, and level of engagement by various groups? Are they making an impact? What are the new challenges?

1745 – 1800

Invitation to the Asia Media Summit 2011

Closing Remarks

CREATIVITY, CREDIBILITY, RIGHTS AND RESPONSIBILITIES

# AMS 2010 Pre & Post Events

1	AMAI Board Meeting (By invitation only)	23 May	1800 - 2000
2	International Media Seminar on Climate Change and Ozone Hole	24 May	0900 - 1700
3	HIV and AIDS: Is It Going to Get Away Soon?	24 May	0900 - 1700
4	International Media Dialogue on Cultures and Religions	24 May	0900 - 1700
5	Global Media Center for Development (GMCD)	24 May	0900 - 1700
6	Media Quality Management	24 May	0900 - 1700
7	AIBD/ITU/CCTV/NHK Regional Workshop	24 May	0900 - 1700
8	Asia-Pacific Approach to PSB - Legal & Regulatory Issues	24 May	0900 - 1700
9	Gender Guidelines for Broadcasting Organisations	24 May	0900 - 1700
10	Media's Role in the Greater Tumen Initiative (GTI)	24 May	0900 - 1700
11	4th Afro-Asia-Pacific Media Partnership Committee Meeting (By invitation only)	24 May	TBD
12	4th ASBU-AIBD Media Partnership Committee Meeting (By invitation only)	24 May	TBD
13	2nd Meeting of Partnership Committee for Media Development (By invitation only)	27 May	0900 - 1230
14	Strategic Plan Team Meeting (By invitation only)	27 May	1400 - 1700

## Host and Principal Sponsor



## Major Partners



## Major Co-Sponsors / Partners

