

Asiavision training for TV5

Mongolia's TV5 has become the latest member of Asiavision to receive training under the Asiavision Advisory Service.

Thirty-five members of TV5's staff underwent two days of journalist training in Ulaanbaatar on 29-30 September.

Conducted by veteran journalist Matt Walsh, Managing Director of Media Advisers Asia, the training focused on news coverage including producing compelling news packages and stand-ups.

A participant described the training as "very successful". Even TV5's General Director, Davaajantsan Sarangerel, sat in on some of the sessions.

A private, commercial station, TV5 was launched in January 2003. It joined Asiavision in 2007 and is a regular contributor to the daily news exchange.



Trainer Matt Walsh (centre) with TV5 staff

The Asiavision Advisory Service offers in-house consultancies and training for members, with Asiavision bearing most of the costs.

The service is open to all Asiavision members and can cover any aspect of their membership of the news exchange, ranging from editorial to

technical. The training is tailored to meet the specific needs of the member participating.

KBS appoints new president

Korea's public broadcaster KBS has a new President, Kim In-Kyu.

Mr Kim, a 36-year KBS veteran, was appointed by Korean President Lee Myung-bak in November on the recommendation of the KBS Board of Governors.

In his inauguration address, Mr Kim said he would make efforts to raise the TV licence fee, develop a free terrestrial digital TV platform and promote the production of quality content.

Born in Seoul, Mr Kim joined KBS in 1973 as a news reporter and has held key positions in the station including a member of the Board of Governors, Managing Director of the New Media



Kim In-Kyu

Division and Executive Director of the News and Current Affairs Division. He also served as a correspondent in Washington D.C. and New York, and until recently, was CEO of the Korea Digital Media Industry Association.

Mr Kim will serve as KBS president and CEO for a term of three years.

New SBS Chairman appointed

Joseph Skrzynski is the new Chairman of SBS-Australia. He took up the post on 17 December.

The appointment was announced by the Australian Minister for Broadband, Communications and the Digital Economy, Stephen Conroy. Mr Skrzynski replaced Carla Zampatti, who has retired from the position.

He was appointed to the SBS Board for five years as a non-executive Director on 27 March 2009.

A veteran of the broadcasting industry, Mr Skrzynski has held numerous key positions including Chairman of the Broadcasting Council, Chairman of the Australian Film, Television and Radio School and Chief Executive and



Joseph Skrzynski

Commissioner of the Australian Film Commission.

He is also a Board Member of the Sydney Film School.

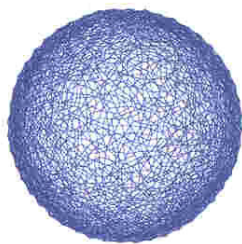


ASIA-PACIFIC BROADCASTING UNION CLIMATE CHANGE NEWS PACKAGES



Will you be part of the solution?

COPENHAGEN SATELLITE AND BROADBAND FEED



WHAT : Satellite and broadband feeds on climate change news features and live footage from historic UN Climate Change Talks (7 - 18 December 2009)

WHEN : 16 to 18 December (satellite feed)
1 to 15 and 16 to 31 December (broadband feed)

WHY : Ulaanbaatar Declaration on Climate Change

**COP15
COPENHAGEN**
UN CLIMATE CHANGE CONFERENCE 2009



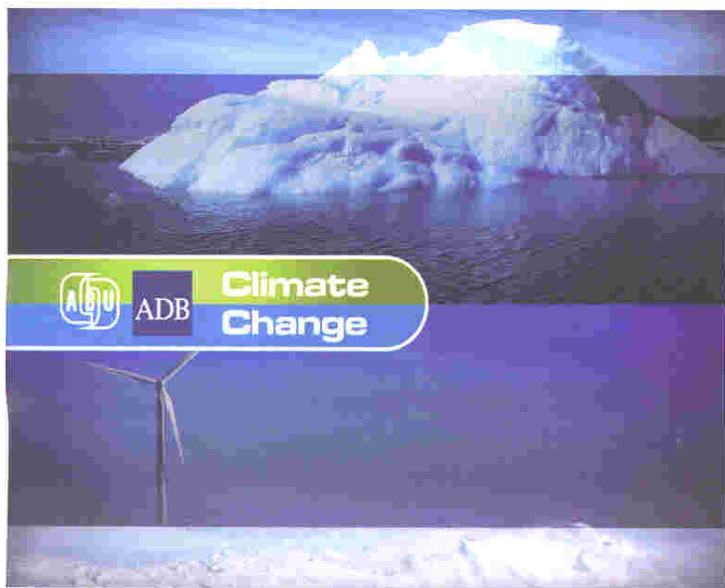
"The ABU members dedicate the resources and broadcasting space needed to comprehensively report on the UN Copenhagen Climate Change Conference in December 2009 and on follow-up actions"
Excerpt from Ulaanbaatar Declaration on Climate Change, ABU General Assembly 2009

CLIMATE CHANGE PROGRAMMING PACKAGE

(Available on DVD)

For TV and RADIO , includes

- Bio Indicator, Bird of Inthanon (PBS-Thailand)
- Mango vs Nature (DDI-India)
- Tree Planting (TV9-Mongolia)
- Forest Fires and Haze (Channel News Asia-Singapore)
- Subway (TV3-Thailand)
- Green Building-Tesco Lotus (TV3-Thailand)
- Electric Jeep (ABS-CBN-Philippines)
- Floods (VTC-Vietnam)
- Bicycle Power (Guangxi TV-China)
- Transforming Payatas Dumpsite (PBS-Philippines)
- Fragile Rice Bowl (AIR-India)
- Impact of Indian Livestock on Environment (AIR-India)
- A Sinking City (VOV-Vietnam)
- Solar Panel (CRI-China)
- Food Scarcity (RN-Nepal)



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WEMF looks at the future of broadcasting

Shaping the future of broadcasting for the benefit of humanity is "a daunting challenge", the fourth World Electronic Media Forum (WEMF4) held in Mexico City in November was told.

The UN Under-Secretary-General for Communications and Public Information, Kiyo Akasaka, said this in an opening address to the WEMF on 12 November.

The two-day biennial conference was attended by 270 representatives of broadcasters, regulators, broadcasting unions and multi-lateral institutions from around the world.

Mr Akasaka said the challenge was one that had to blend together technology, content, policy and motivation.

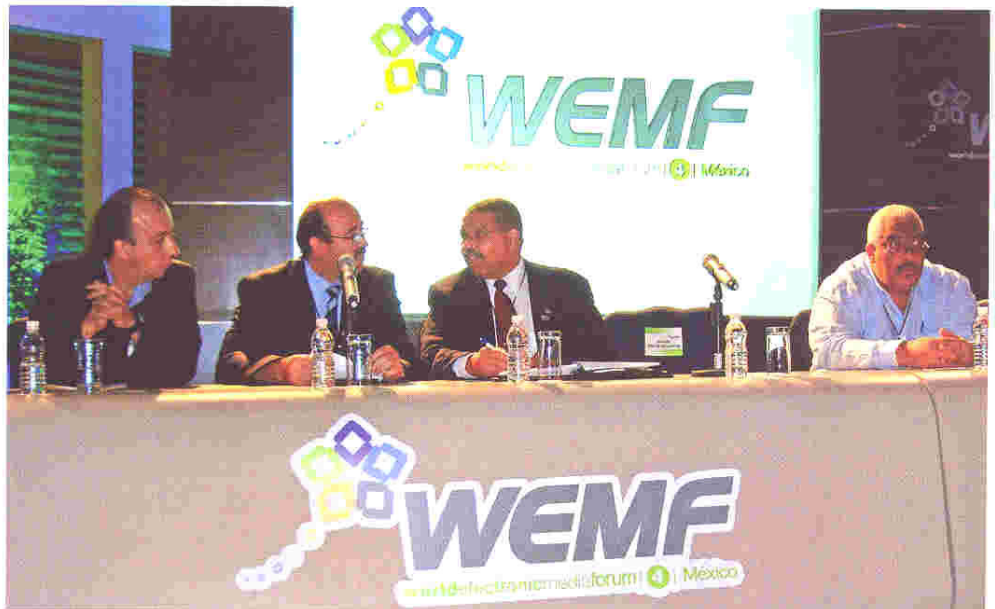
"Technology is providing us with dazzling and rapid means of communication, tools and systems.

"Content is being challenged every day by the rise and multiplicity of news and information sources, and phenomena like blogging and citizen journalists.

“ Content is being challenged every day by the rise and multiplicity of news and information sources, and phenomena like blogging and citizen journalists ”

"Policy is required to guide laws and regulation on issues ranging from promoting broadband, to guaranteeing freedom of information, to protecting media workers.

"And motivation engages us all – to use this information revolution for productive purposes and to foster openness, transparency and accountability."



WBU head Dave Baylor (centre) chairs one of the panel discussions

Mr Akasaka added that another major area that both the UN and broadcasters were grappling with was the digitalisation of archives.

"The preservation, organisation and management of historic audiovisual archives is rightly an active priority for those leading the digital age."

The issues of the digital transition, the digitalisation of archives and citizen reporting were taken up in later sessions of the WEMF.

Among ABU members speaking in those sessions were Toshiyuki Sato, Executive Controller of NHK-Japan, and Joan Warner, CEO of Commercial Radio Australia.

A session on how digital technology was improving access to broadcast services for people with disabilities brought together a panel of experts who agreed that many of the enhancements currently being developed by broadcast engineers could not be provided using analogue technology.

For this reason they urged governments to pursue the transition from analogue to digital as aggressively as possible.

Toru Takagi, Senior Research Engineer, NHK Science and Technology Research Laboratories, demonstrated NHK's speech rate conversion technology which slows down the rate of speech at the receiver, and technology that provides a more optimal balance between dialogue and background sound for the elderly.

David Wood, Deputy Technical Director, European Broadcasting Union, said descriptive audio for the sight impaired was taking a long time to implement because of the cost to broadcasters.

He said he envisaged all radio stations in the future providing streaming on the Internet through websites that would offer clickable buttons enabling listeners to select an adaptive sound alternative and other applications to improve accessibility.

It was suggested by several panelists that a hybrid broadcast broadband system would be able to offer similar enhancements for television viewers, but the key to making this work would be ensuring that reception over the Internet was synchronous with the television broadcast – a potential problem given the latency of the Internet.

Another expressed concern that there were no international standards covering where descriptive audio should be inserted into the TV signal.

At the end of the WEMF, a declaration was issued calling for sustained and concrete international action to address the murder of journalists in peacetime as well as in war.

This followed a session on the safety of journalists during which panelists expressed concern that governments and law enforcement agencies were not doing enough to bring to justice journalists that had been killed because of their work in exposing corruption.

"Most journalists are killed not in war zones but in their own countries as they try to shine the light of the truth into the darkest recesses of their societies," the declaration said.

"Governments are primarily responsible

for the safety of all their citizens, including those in the news media. They have a responsibility to protect those citizens, pursue their killers and ensure freedom of expression."

The declaration stated that more

journalists had been killed in Mexico this year than in any other country in the Western hemisphere, many of them for reporting on drug trafficking and related corruption.

In Asia, the Philippines has since earned itself – after the Maguindanao massacre – the unenviable title of being the country with the most journalists killed to date in 2009, even surpassing Iraq which was previously the most dangerous country for journalists.

Like its three predecessors – in Geneva (2003), Tunis (2005) and Kuala Lumpur (2007) – WEMF 4 was organised by the world's eight regional broadcasting unions, with the Latin American union, Organizacion de Telecomunicaciones Iberoamericanas, hosting it this year.

The next WEMF will be held in Africa in 2011 and hosted by the African Union of Broadcasters. ●



The bustling metropolis of Mexico City was the venue for WEMF4

ABU shares development projects experiences

Collaborations between multilateral institutions and broadcasters can be a "win-win situation for both parties", the World Electronic Media Forum in Mexico City was told.

The ABU's acting Secretary-General, David Astley, said this was his conclusion after six years of such collaborations between the ABU and various development agencies.

Mr Astley was speaking in a session that looked at the reasons why video content on development issues produced by multilateral institutions was not being more widely utilised by broadcasters.

"There are issues of editorial control, broadcaster independence and a feeling that the multilaterals are setting the agenda that have made many broadcasters reticent to

broadcast such content – even when offered for free", he explained.

"The style of production or presentation, and the fact that presenters don't look local, are other factors that come into play."

Patrick Cozier, Secretary-General of the Caribbean Broadcasting Union (CBU), said that some multilaterals regarded broadcasters as public relations channels, and many CBU members had been reluctant to air their content for that reason.

Mr Astley said that collaborations where multilaterals had provided funding to train broadcasters' staff to produce content locally resulted in an "almost virtual guarantee that the content would be aired".

"It's a win-win situation for both parties because the broadcaster gets relevant



David Astley spoke about media relations with multi-lateral institutions

content to air and the multilateral achieves greater public awareness of its development issues.

"And it's much more than just providing funds to produce content – it's capacity building," he added.