

Asiavision holds more training



Participants from MCOT at the training course

Asiavision has held two more training courses for members – one in Malaysia, the other in Thailand.

The courses were held under the Asiavision Advisory Service, which offers funded, in-house training for broadcasters who belong to the news exchange.

The first took place on 14-19 June: six days of news training in Kota Kinabalu for RTM journalists based in the East Malaysian state of Sabah.

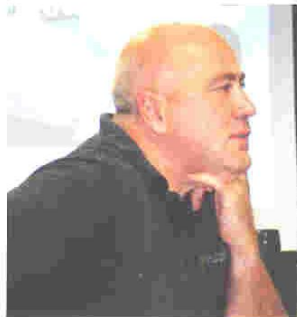
Matt Walsh of Media Advisers Asia conducted the course, which followed similar training in April for RTM journalists in Sarawak.

The Sabah journalists were divided into two groups, each of which underwent three days of training on a range of newsgathering issues.

On 14-16 July, Tony Loughran of ZeroRisk conducted hostile environment training in Bangkok for news staff of MCOT.

The training, which had a strong practical element, followed recent anti-government demonstrations in Bangkok during which journalists and media outlets came under attack.

Mr Loughran conducted similar training in February for another Asiavision member, Singapore's Channel NewsAsia. ◆



Tony Loughran



Hostile environment training



MCOT participants

KBS proposes new initiative

By Roh JooHee of KBS - Korea

The ABU Doc 2010, formerly 'the ABU TV Documentary Screening, Exchange & Workshop 2010', was hosted by KBS-Korea in Seoul on 14-17 June.

This year, the nine ABU members who took part were CCTV/RTPRC-China, TRT-Turkey, RTHK-Hong Kong, NHK-Japan, RTM-Malaysia, KBS-Korea, Phoenix TV-Hong Kong, TBS-Japan and EBS-Korea.

In addition to the involvement of Asian producers this year, their European counterparts' participation in the meeting has made the programme more diverse and meaningful.

Yves Jeanneau, Head of Sunny Side of the Doc, was invited to give a special presentation on the second day, titled 'No Borders for Clever Content: Opportunities for Asian Docs in Europe'.

Keiko Hagihara Bang, President and Founder of Bang Productions Ltd, continued her support and participation in the ABU Doc as a moderator. Youm JiSun, a producer of KBS, who has won several international awards for producing 'Noodle Road', also participated for the first time as a moderator.

New award

Ten documentaries were screened and discussed during the first three days. Nine documentaries have been considered to receive Producer's Choice – initiated by KBS for the first time.

The award was introduced to encourage producers to continue making documentaries and to acknowledge their creativity and use of limited resources.



Participants at the workshop in Seoul

The participating producers were eligible to tender one vote. It was concluded that TRT-Turkey's 'Bear vs Man: The Endless Conflict' produced by Ece Soydam, had the most number of votes.

On the last day of the event, the ABU Doc Working Party (ADWP) held its first meeting.

The ADWP was led by a newly appointed Chairperson, Suh HyunChul, of KBS-Korea. During the first meeting, the ADWP decided to appoint KBS as the chair of the working party with CCTV/RTPRC, RTHK, Phoenix TV, NHK, TRT, EBS, and RTM as the working party members.

The ADWP also agreed to rename the event to 'ABU Doc'.

New initiative

Other issues discussed included ways to improve the event, co-production possibilities and fundraising opportunities.



Kim Kyung Hee (left) presents Ece Soydam with the 'Producer's Choice' award

KBS made the first proposal of co-production with ABU and UNESCAP called Change Asia. Rescue the Earth (CARE). Lee Gun Hyub, a senior producer at KBS, made a presentation on CARE during the ADWP and received a positive response.

CARE invites participating ABU members to make a 10-minute HD documentary concerning the UNESCO Millennium Development Goals (MDGs), of which eight goals were

developed by the UN to end extreme poverty by 2015. Once the 10-minute documentaries are submitted, KBS will combine the documentaries into a DVD, which will be aired throughout the world on KBS's World Channel.

KBS will also produce another documentary by reproducing the features contributed by the participants. Both the DVD and the reproduced documentary will be available soon to all participants. ●

Biggest turnout yet for children's TV meeting

The ABU Children's TV Programme Item-Exchange 2010 (CTVPIE) meeting and workshop saw a total of 35 participants from 18 ABU member organisations – the highest in its 19-year existence. This year was the 19th Item-Exchange.

Held on 5-10 July in Kuala Lumpur, the event was the biggest event on the children's programme activities this year organised by the ABU. A total of 150 items were offered for exchange with a total of 1,244 times exchanged during this meeting.

The event has grown to provide producers opportunities to screen and exchange items, and interact with and learn from one another. It has provided the most established and planned capacity-building experience for many children's television producers in the Asia-Pacific region.

The six-day meeting was followed by an intensive two and half day workshop on 'Enhancing Story Structure' by trainers from German public broadcaster ARD, Christoph Biemann and Sabine Ennulat. They are familiar faces to the ABU



Participants hailed from 18 ABU member organisations

and participants as they were also trainers of last year's workshop.

They made the sessions interactive by putting participants in workgroups. This helped to develop the group dynamics and gave each member a chance to participate in the workshop.

During the annual pitching session, five projects were pitched. They were the Japan Prize, a new Children's Programme from TRT-Turkey, EBS International Documentary Festival-Korea, Prix Jeunesse International-Germany and NHK's Rise and Shine.

The event ended with the ABU Children's Working Party, which was led by its Chairperson, Chung Hyunsook, together with other working party members from NHK, TRT, IRIB-Iran and MNB-Mongolia.

They took the opportunity to assess the proceedings of the meeting.

The following decisions and recommendations were made at the meeting:

1. A new Vice-Chairperson was elected: Hitoshi Furukawa from NHK. He replaces Hiroko Sakaue, who is now the Secretary General of the Japan Prize
2. Screening materials to be prepared in DVD format with menu
3. English subtitles are essential with or without narration in English
4. Participants should pay attention to style of narration from the children's point of view
5. Items are for children but not about children
6. No last minute changes of titles and entries are allowed
7. Guidelines to be included in entry form
8. Items need not be specially made for the CTVPIE
9. Record usage of item in respective organisations
10. Send calls to head of departments apart from the ABU Liaison Officers
11. Preview observers items before actual screening day
12. Participants to provide time-coded script and other broadcast materials before the meeting
13. Copyright issues cleared plus online rights for clips use over Internet
14. The ABU will upload broadcast materials on its FTP site; a link will be given once the broadcast materials are collected and compiled
15. Trainers encourage visual narration and let pictures do the talking

The next CTVPIE meeting and workshop will be held on 4-9 July 2011 in Kuala Lumpur. ●



Screening and discussion in progress



Hitoshi Furukawa
Senior Producer, NHK Educational Corporation
Vice-Chairperson of CTVPIE

"One issue that's facing the producers of children's programmes is that it's not always easy to include English subtitles because it is not 'natural' for children to be interpreting English (when they're Japanese themselves) while trying to digest the content. On another note, as this is my fifth time here, I noticed that Mongolia has made big progress in terms of technical and storyline."



Negar Estakhr
TV Producer, IRIB

"Since my first participating in this exchange five years ago, I feel that there should be some sort of evaluation on how have we (the producers who have contributed to the exchange) elevated the quality of programmes produced, and to chart the level we're at currently. Certain cultural considerations, such as dressing of the characters in the programmes should also be addressed."



Udantha Gunathilaka
TV Programme Producer, SLRC-Sri Lanka

"This is my first time participating in the Item-Exchange. The country-to-country exchange is interesting. I will definitely be able to bring back a lot of items this time for my team."



Suchada Phuthongkham
Manager, Content Strategy Division, TPBS-Thailand

"My colleagues and I come from the Programme and Creative Department of TPBS. As there are about 13 percent of children programme aired during the weekday and weekend on the channel, we have to source the best programmes for Thai children. I like the way ABU set up the four story categories. It inspires us with the kind of topic we could tell our children. Because we usually think of programme as a format of presentation, this is a new approach to treat our children's programmes. Secondly, we managed to collect a lot of production ideas and art style to improve our children's programme. We have also learnt much from a cross-cultural experience like this one. I especially appreciate the animations presented."

'Let children think creatively'

The 2nd meeting of the ABU 7th Series Children's Drama Co-Production 2010 (CDCP) brought together eight organisations in Kuala Lumpur from 12 to 14 July.

The participating producers were from EBS-Korea, RTM-Malaysia, VTV-Vietnam, MNB-Mongolia, RTB-Brunei, SLRC-Sri Lanka, LNTV-Laos and NHK-Japan. NBT-Thailand's producer attended as an observer. Started in 2004, the project has attracted 10 organisations this year.

The Executive Producer of the 7th Series, Takayasu Enokido, reminded

the producers of the importance of reflecting, in their end product that, how to let children think creatively, making decisions, solving problems, seeing things from the mind's point of view, knowing how to learn and reasoning in their respective drama episodes.

Mr Enokido said that the producers should make it certain that their drama connects with the children audience. As a producer, they should also be able to give children a positive, inspirational experience and complete it with a subtle yet uplifting message.



(From left) ABU's Hanzalah Hamzah, EBS's Chung Hyunsook and Kim Jinhyuk

On the last day of the meeting, four European Broadcasting Union drama episodes were screened. These episodes were exchanged with the

four ABU dramas that they selected during a drama meeting in Lucerne, Switzerland earlier this year.

Digital radio a 'new



Steve Ahern (right) presenting his views

The third International Radio Forum was held in Iran in May 2010. Timed to coincide with the 11th International Radio Festival, it was located far from the urban sprawl of Tehran, in a green, leafy resort on the placid shores of the Caspian Sea.

The 2010 programme explored responses to the landscape in which radio now finds itself – a world of multimedia convergence and digital production, supply, and consumption.

The conference opened with

Dr Ameli tied the technical elements of multimedia broadcasting together, pointing out that broadcasters must engage with new forms of transmission and receivers, or be left behind. His focus was on how new media can help society achieve its aims.

"Virtual time and virtual networks" now replace the older linear forms of content delivery, according to Dr Ameli, and broadcasters must be aware of how listeners will use time shifting and individual programme consumption patterns



Delegates listening to the discussions

“ Characterisation is the most important element in successful dramas ”

presentations from Said Reza Ameli and Steve Ahern on the digital issues facing broadcasters, and a keynote address from Australian radio documentary-maker Siobhan McHugh.

to consume content in future.

The digital production environment, non-linear editing and personalised reception were three elements

identified by Dr Ameli as key changes facing broadcasters now.

Mr Ahern reported on the latest developments for digital radio in Australia, explaining the importance not only of technology, but of the skillful handling of people and industry politics to achieving that a successful move to this new form of distribution.

The case study detailed why Australia chose DAB+ and explained the thinking behind using a 128 Kb/sec bit stream for the new transmission technology. Both were good decisions according to Mr Ahern. There are now 60 models of DAB+ radio for sale in Australia in over 600 stores.

Ms McHugh, well known for her