

ABU urges members to help Pakistan floods victims



Fundraising kiosks were set up at NHK's stations across Japan

Pakistani broadcasters are calling on ABU members to help people affected by recent floods in the country.

PTV-Pakistan's Managing Director Arshad Khan said: "We appeal to all ABU member networks to prepare and telecast or broadcast special programmes - whether it is fundraisers, special events, telethons, entertainment programmes, etc - that aim at creating awareness among the masses regarding the devastation of floods in Pakistan and raise funds for their rescue, relief and rehabilitation of the affected people."

Duraïd Qureshi, CEO of HUM TV, said: "The floods have created havoc in the entire country. The aftermath of these floods is even more difficult as homes, crops and lands have been devastated. I would like to highlight the urgency of the matter and plead support from ABU members, the media and international community. It would be a great help."

ABU Secretary-General Javad Mottaghi said: "We should unite and help those in need during these

difficult times. I sincerely urge all broadcasters to do whatever they can to contribute for the floods victims as quickly as possible."

So far eight million people have been left dependent on aid for their survival and floods have washed away huge swathes of the rich farmland on which the country's struggling economy depends.

The government has confirmed 1,600 people dead and more than 2,300 injured, but officials have said that millions are at risk from food shortages and disease.

ABU members are being encouraged to send aid, help fund-raise or raise awareness of the difficulties the victims are facing.

Japan's public broadcaster NHK has met the call by raising funds for the victims at its stations across Japan. Its campaign, which continued until 17 September, called for help from the public through its television, radio and online networks. The support and relief activities will be directed to the victims through the Japanese Red Cross.

Broadcasters urged to reinvent themselves

Broadcasters should actively work with the Internet to transform themselves into public service media, the ABU President, Yoshinori Imai, has told a conference in Amsterdam.

Addressing the opening plenary session of the IBC2010 conference, he said some broadcasters were warning that Internet-based services and applications were taking away their audiences and threatening the business foundations of public and commercial broadcasters alike.

However, broadcasters could secure their future by reinventing themselves and adapting to the ever-changing media environment, he said.

"The TV set, as you know, is no longer something merely for tuning into digital broadcasts. With broadband connections, it is becoming a key information gateway for the home, enabling us to enjoy video-on-demand and a range of online content."

Mr Imai, who is Executive Vice-President of NHK-Japan, said there were definitely areas where broadcasters should have the courage to change their mindset.

"Broadcasting services have progressed by constantly harnessing the technical advances as they appear, such as the shift from radio to television, from black and white to colour, film to video, and the advent of satellite newsgathering and digital HDTV."

However, he said that for public service broadcasters, some things should remain unchanged.

"First and foremost, public service broadcasting helps promote a sense of unity and identity in respective countries and regions. It does this through what we call a 'universal service' - by swiftly and simultaneously providing the entire nation with reliable news and quality entertainment.

"Secondly, public service broadcasting helps us share global issues and promote mutual understanding. These journalistic features of broadcasting are something that should not change."

Mr Imai said it was essential to establish a framework to protect quality journalism and content, and ensure broadcasters could continue to serve the common good.



Speakers at IBC

ABU President elected ITU Commissioner

The ABU President, Yoshinori Imai of NHK-Japan, has been appointed Founding Commissioner of the Broadband Commission for Digital Development, set up by UNESCO and the International Telecommunication Union (ITU).

In thanking Hamadoun I Touré, Director General of UNESCO, for the appointment, he said: "Exploring means to revolve the digital divide so that every citizen of the civil society can equally benefit from technological innovation is an issue that is significant as well as pressing for both the ABU and NHK.



Yoshinori Imai

"I would like to do my utmost to make my contribution to the Commission by cooperating closely with H.E. Paul Kagame, President of the Republic of Rwanda, Mr Carlos Slim and global leaders from respective fields."

ABU, KBS forge closer ties



ABU Secretary-General Javad Mottaghi meets KBS-Korea's President Kim In Kyu at the Asia Media Summit 2010 in Beijing. At the meeting, Mr Kim agreed to extend KBS' support for ABU activities in the ABU Planning and Strategy Group Meeting, programming, technical and other areas. He also said KBS would propose more initiatives and enhance collaboration between the ABU and KBS.

ABU admits 5 new members

The ABU admitted five members during the third quarter. The three new Affiliate Members are NHK International Inc of Japan, FRIENDS of Canadian Broadcasting (FCB) and Singapore Sports Council (SCC). The other two are full member Myanmar Radio and Television (MRTV) and Additional Full Member ASSET Radio Broadcasting of Sri Lanka.

NHK International's main function is to provide Japan's public broadcaster NHK's TV programmes to broadcasters overseas. It aims to enhance mutual understanding between Japan and other countries, promote international goodwill and contribute to improving standards of broadcasting.

Established in 1985, FCB is an independent, nationwide and non-partisan voluntary organisation supported by 66 thousand households. Its mission is to defend and enhance the quality and quantity of Canadian programming in the audio-visual system.

SCC is the government's agency for Singapore sports. It supports the industry in broadcasting local and International sports programmes on all media platforms, including terrestrial, pay-TV, Internet and mobile. SCC also runs a sports informational portal, www.singaporeports.sg.

A public television station, MRTV is a fully funded by the Myanmar government, and its coverage reaches the whole country. It has three channels: MRTV in the Myanmar language, MRTV-3 in English and MRTV-4, an educational channel which covers 96 percent of the country.

MRTV also has a radio channel in Myanmar that includes English programmes and 14 indigenous languages programmes aired daily.

ASSET Radio Broadcasting (Pvt) Ltd is a private broadcast station. It began its commercial operations with the first Sinhala FM channel NETHFM in Sri Lanka in November 2005.

Neth FM transmits in five frequency levels. It covers the Western Province by FM 95, Southern Province by FM 93.9, Uva by FM 105.9, Central Province by FM 100.4, and North Central Province by FM 105.4. The rest of the provinces are covered by its all-island frequency FM 105.9.

The objective is to use Neth FM to be "the first to inform and the best of entertainment" with the first 24 hours infotainment Sinhala Radio.

ABU hosts International Emmy judging



Jurors with ABU and AIBD hosts

The ABU has co-hosted the semi-final round of judging in the news category for this year's International Emmy Awards.

The event took place in Kuala Lumpur on 19-20 July, with the ABU and the Asia-Pacific Institute for Broadcasting Development (AIBD) as hosts.

A panel of nine jurors from six broadcasting organisations selected the news finalists from all four International Emmy regions around the world, as well as current affairs entries from Europe and English-speaking countries.

Overseeing the judging was Nathaniel Brendel, Director of Emmy Judging for the International Academy of

Television Arts & Sciences, who flew from New York for the event.

The finalists were announced by the end of August. The academy announced the winners at a ceremony in New York on 27 September.

It is the first time the ABU has been a host of the semi-final round of judging.

The jurors were from BTV-Bangladesh, NHK-Japan, RTM-Malaysia, Astro-Malaysia, the ABU and the AIBD.

Each year, jurors at about 20 judging sites around the world choose the finalists in a field of categories ranging from news and current affairs to comedy, documentary, drama and children's programmes. ●

CCTV, DDI and BTV win news awards

Comprehensive and quick coverage of major developments saw CCTV-China, DDI-India and BTV-Bangladesh earning the Asiavision Award in the months of April, May and June respectively.

Bangladesh was hit by three tragedies in June with BTV providing the Asiavision exchange with coverage and follow-ups of the incidents. The first disaster was on 1 June when a five-storey building in Dhaka collapsed, killing at least 20 people.

The second was on 3 June when a devastating fire in the Bangladesh capital claimed at least 108 lives and the third was on 16 June when a series of landslides triggered by torrential rains killed at least 55 people in the southeastern sea resort town of Cox's Bazaar and the nearby Bandarban hill district.

DDI raced against time to provide early visuals of a plane tragedy in a southern Indian city on 22 May.

An Air India Express plane from Dubai with 166 people on board crashed and caught fire after it overshot the runway while landing at Mangalore airport, killing 158.

CCTV made available the first pictures of a devastating early morning earthquake to hit northwest China's Qinghai Province on 14 April, to win the Asiavision Award.

It was quick to offer visuals of the natural disaster as soon as they became available, enabling the Asiavision centre to carry out a news flash. The 7.1 magnitude earthquake shook Yushu county at 7.49 a.m. with the death toll amounting to some 2,200 people and more than 12,000 others injured.

ABU activities at a glance

	Projects	Brief introduction	Decision taken previously (at meetings/discussions)	Current status	Topics to be discussed/actions to be taken during the 47th General Assembly in Tokyo
1	Early Warning Broadcast System (EWBS)	Initiated and pursued by the ABU Development Projects and Technical departments, the ABU-UNESCAP EWBS Initiative is implementing six in-country workshops in August-November 2010 that will look at developing Emergency Warning Broadcast Plans. A seventh regional workshop in December will develop news packages on 'Early Warnings and Indigenous Knowledge'.	An ABU Declaration on EWBS implementation within the ABU members was adopted at the ABU General Assembly in 2008.	Ongoing	Lessons learnt/project report to be given at the ABU General Assembly, Programme Committee and Technical Committee.
2	ABU-UNISDR workshop on Disaster Risk Reduction (DRR)	The ABU will partner again with the UNISDR the upcoming fourth Ministerial Conference on DRR in Incheon, Korea, at the end of October 2010. A four-day workshop for journalists by DRR experts will be held.	Part of ABU's contribution to the Kuala Lumpur Declaration on DRR was taken at the 3rd Asian Ministerial Conference on DRR in 2008.	Being Developed	ABU members will be briefed on the current status of the event, its content and their input for the Incheon Declaration on DRR.
3	ABU-Asian Development Bank Climate Change Solutions Initiative	This 18-month project on climate change solutions is in its last stages of distributing the programme packages produced after a series of production workshops.		Ending	Distribution of three DVD's, featuring climate change solutions news packages which were produced by the ABU member broadcasters. Lessons learnt/project report to be given at the ABU General Assembly and Programme Committee.
4	'Digista teens'	Initiated by NHK at the 45th ABU General Assembly, the project aims to foster mutual understanding through the exchange of digital artwork submitted by teenagers below 18, either individually or in a group.	A preparatory meeting was held on 8-9 April 2010 in Kuala Lumpur. It was attended by NHK, RTHK-Hong Kong, KBS-Korea, NBT-Thailand and RTM-Malaysia.	A pilot programme production is underway. It will be completed in early October 2010.	Part of the pilot programme will be shown during the Programme Committee annual meetings before the General Assembly in Tokyo this year.