

## Poverty Solution



(Middle) Datuk Zainuddin Bin Maidin, Minister of Information, Malaysia, represents Yang Amat Berhormat Dato' Seri Mohammad Tun Abdul Razak, Deputy Prime Minister of Malaysia at the 4th Asia Media Summit



Dr. Hamadoun Toure (picture left), Secretary General of the International Telecommunication Union (ITU), acknowledged the key role of regional organisations like AIBD and the South African Broadcasting Association (SABA) in helping address global poverty. At the 4th Asia Media Summit, he admitted, however, that more is to be done, especially in leveraging the potentials of ICTs in reducing poverty by 2015. That's the timetable agreed upon by the United Nations Millennium Development Goals (MDGs) initiative.

### Use of ICTs to Address Poverty

Deputy Prime Minister Yang Amat Berhormat Dato' Seri Mohammad Tun Abdul Razak of Malaysia also called on media "to examine closely on how communication technology, from

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## Media AIDS Initiative



Leaders of Asia-Pacific broadcast media met in Kuala Lumpur on 28 May 2007 for the conference on Global Media Strategies on a HIV and AIDS and pledged to support the call to action of the Global Media AIDS Initiative.

They agreed to join hands to form the Asia-Pacific Media AIDS Initiative (AMAI), a regional action arm of the Global Media AIDS Initiative with AIBD as its Secretariat in the region.

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websites to mobile phone software, can be exploited to change what people believe and what they can do in support of the war against poverty, illiteracy, environmental degradation and other global concerns."

His speech was read by Datuk Zainuddin Bin Maidin, Minister of Information, Malaysia, at the 4th Asia Media Summit held on 29-31 May 2007 in Kuala Lumpur. More than 400 delegates and speakers from over 50 countries attended the three-day event organised by the AIBD and supported by its two major partners, the Institute of Strategic and International Studies, Malaysia and the Friedrich Ebert Stiftung, and 16 other sponsors.



Datuk Zainuddin Bin Maidin, Minister of Information, Malaysia at the inaugural session of the 4th Asia Media Summit

In his special address, Dr. Toure said the possibility of not meeting the MDGs is very real, and to significantly reduce poverty by 2015, we have to rely on ICTs to accelerate the process. "ICTs are omnipresent tools with profound implications for all economic sectors," he said.

## Connect Series

He said ITU has launched the Connect Series,



Dato' Seri Mohamed Jawhar Hassan, Chairman and CEO of ISIS, Malaysia, at the inaugural session of the 4th Asia Media Summit

an initiative to improve the ICT infrastructure, get more countries connected in the information superhighway, and train professionals and users in order to build the momentum towards alleviating poverty. This project will start in Africa this October, and it will later move to Asia-Pacific.

As ITU's new head, Dr. Toure is also focusing on peace in cyberspace. He has launched the Global Cybersecurity Agenda as part of efforts to leverage the potentials of ICTs in promoting the MDGs through confidence and security in the use of ICTs.

In his inaugural speech, Deputy Prime Minister Razak said the approaches to tackle the war against poverty must be creative, innovative and persuasive to make a difference.

## Power of Logic

He also called on media to "replace the culture of clash with dialogue by eliminating the logic of power and replace it with the power of logic. By doing so, he said, the world will be a better place to live. He said there will be much less conflict if media helps to explore the root causes of conflicts, especially if they are related to major political and economic structures of power. "If the media

disseminates a sense of friendship and love instead of hatred, revenge and confrontation against nations, there would be fewer conflicts," he said.

Other sponsors of the Summit were Malaysia Airlines, Radio Television Malaysia, Global Knowledge Partnership, UNESCO, ITU, Tourism Malaysia, Limkokwing University, Ministry of Information, Malaysia, Islamic Development Bank, Thomson Foundation, TVEAP, ABU, UNAIDS, CCTV, Help University College, Cihan News Agency and the Asia Pacific Leadership Forum on HIV/AIDS and Development.



Mr. Guillaume Cheneviere, President/Chairman of World Radio & TV Council, participates in the question & answer session.



Dr. Chandra Muzaffar, President of JUST World, Malaysia, shares insights on media issues with AMS participants.



Participants at the Asia Media Summit



# Asia Media Summit Participants

Broadcaster





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## HIV/AIDS Messages across Programming

The United Nations launched the Global Media AIDS Initiative in January 2004 to mobilise the media industry globally in the fight against the HIV and AIDS pandemic. Its strategy is to gain the commitment of media leaders in integrating HIV and AIDS messaging across programming (including: soap opera, talk shows, news, phone-ins and public service announcements), to give air time and page space to the issue, to put in place policies and training for staff on HIV and AIDS and to establish a formal corporate position on these commitments.



Adv Dali Mpofu, Group CEO, South African Broadcasting Corporation Ltd

135 broadcast leaders and senior officials from NGOs, academic and development institutions attended the Kuala Lumpur conference. AIBD together with its partners, the Institute of Strategic and International Studies (ISIS), UNESCO, UNAIDS, Asia-Pacific Leadership Forum on HIV/AIDS and Development (APLF), organised the one-day event. This was preceded by a competition of TV programmes and radio spots on HIV and AIDS. Screening of the 45 TV programmes and 12 radio spots by the jury led to an evaluation

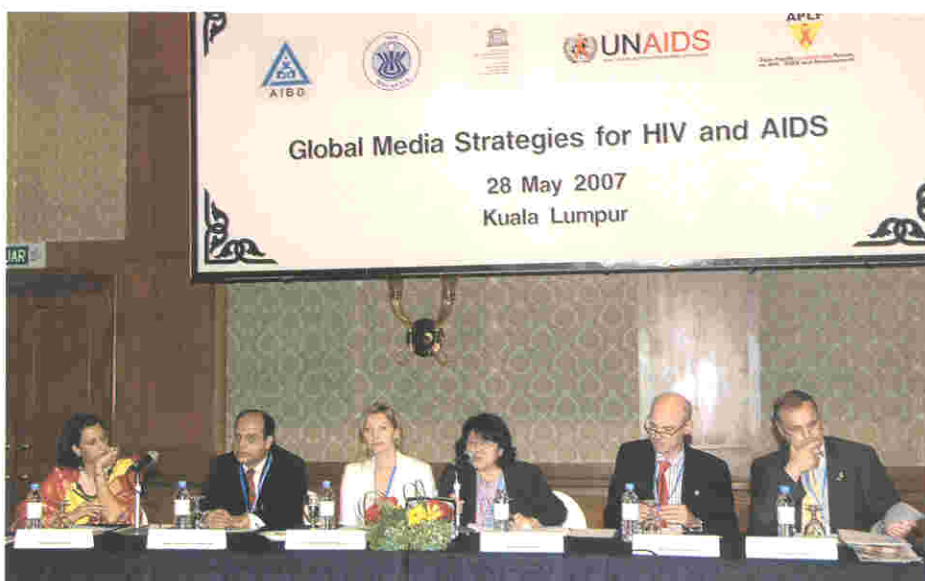


of the media strategies used in the last two years and to assess the limitations and to identify the best practices in programming.

## Best Practices in Broadcast Media

The jury selected 11 TV programmes and 2 radio programmes for screening in the Media Festival on 28, 29th and 30th of May to showcase the best practices in the broadcast media and made a report to the conference on their findings about the present strategies and the recommendations for the future.

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Towards the end of the conference delegates issued the following declaration as follow:

### Declaration on Global Media Strategies on HIV and AIDS

We the leaders of Asia-Pacific broadcast media, assembled in Kuala Lumpur for the conference on Global Media Strategies on HIV and AIDS pledge our commitment to supporting the call to action of the Global Media AIDS Initiative by expanding our response to HIV and AIDS, both within our own media companies and in collaboration with other media partners.

### Innovative and Creative Approaches

*Convinced* that media has a crucial role to play in the fight against HIV and AIDS, we resolve:

- To devote dedicated and substantial radio and television broadcast airtime for communicating to our audiences about issues related to HIV and AIDS
- To develop innovative and creative approaches to HIV and AIDS messaging.

*Aware* that all sections of the society need to be reached, we resolve:

- To broadcast HIV and AIDS messages and programmes across the programming schedule, including during prime time;
- To produce and broadcast programmes related to HIV and AIDS in all genres and formats including news, Current affairs, documentaries, talk shows, game shows, dramas and other entertainment formats.

### Consult Stakeholders

*Remarking* that HIV and AIDS are complex

issues which need to be addressed accurately and sensitively, we resolve:

- To consult with stakeholders, including people living with HIV, NGOs, medical personnel, the scientific community and the UN agencies, to ensure the content and tone of the programmes are relevant, accurate and culturally appropriate.

### Be Sensitive

*Noting* that HIV and AIDS issues are multi-faceted, we resolve:

- To produce and broadcast programmes focusing not only on high-risk behavior but also on related and contributing issues, such as gender relations, HIV in the workplace, HIV and economics, children living with HIV etc.
- To produce and broadcast high-quality programmes sensitive to the needs of HIV positive persons and people living with AIDS.
- To produce and broadcast programmes and public service announcements that encourage preventive behavior, connect audiences to local resources, including testing and counseling centers, and aim to reduce stigma and discrimination associated with the disease.



### Share HIV/AIDS Programmes

*Cognizant* of the fact that HIV infections have become a global pandemic affecting people in their productive ages and that as such, it poses a threat to the development of our societies, and that the resources of broadcasters to run a sustained information campaign are limited, we resolve:

- To offer and share programmes on HIV and AIDS with other broadcasters preferably free of copyrights.
- To collaborate with other broadcasting organisations and global partners and shared resources for regional projects and co-productions in a manner which is transparent and accountable and goal oriented.

### Monitoring and Research

*Underscoring* the fact that we cannot be complacent in this campaign, we resolve:

- To monitor the duration, timing, quality of programmes that are broadcast.
- To undertake research to evaluate the programming related to HIV and AIDS with a view to continuously enhancing the impact on target audiences.

### Enhance Programme Quality

*Understanding* that the issues related to HIV and AIDS are constantly evolving and that there is a need to build the capacity of producers to deal with the issue, we resolve:

- To enhance the quality of HIV and AIDS programming by providing relevant exposure and training to producers.

Lastly, *recognizing* that strong and effective partnerships are the key to sustained media campaigns, we request all broadcasters in the Asia-Pacific region to join hands to form the Asia-Pacific Media AIDS Initiative (AMAI), a regional action arm of the Global Media AIDS Initiative with AIBD as its Secretariat in the region – with additional support and collaboration from its member countries, affiliates, partners such as UNESCO, UNAIDS etc. and broadcasting unions and associations such as the Asia-Pacific Broadcasting Union (ABU) and the Commonwealth Broadcasting Association – and to collectively develop and action a concrete collaborative work plan and timeline that is results-oriented, measurable and accountable to the Initiative's members.

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# Participants at the Conference on Global Media Strategies for HIV and AIDS





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## World Awards on HIV



Members of the international jury that selected outstanding HIV/AIDS documentaries

45 TV programmes and 12 radio spots competed for the World Awards on HIV. The programmes were judged in three categories – Best TV Programme to reduce discrimination against people living with HIV, Best TV Documentary focusing on the issue of antiretroviral treatment and Best Public Service Announcement / Radio Spot on AIDS issues.

In the category of Best TV programme to reduce discrimination against people living with HIV, the award went to 'Let's Join Hands' – by the BBC World Service Trust in India. It is a magazine style, youth-focused series where young presenters identify 'Yuva stars' – inspirational people living with HIV or people dedicated to raising awareness on AIDS – and arrange for them to meet their 'film star' heroes. The programme was not only innovative, youth focused and refreshing, but also one that could be easily transferable in other countries and settings.

The Best TV Documentary focusing on antiretroviral treatment went to 'Masindy's story' produced by South Africa's 'Shoot the Breeze Productions' and broadcast on SABC 2. The programme allows Masindy to tell her story, with clarity, force and pride about how she transcended stigmatization and rejection and found strength to survive, taking antiretroviral treatment and 'living positively' with HIV.

In the category of Best Radio Spot, the award went to 'Stella' – a PSA produced by the BBC World Service trust in Nigeria. It captures the reaction of an HIV positive mother to the question of discrimination. "I'm living much better than even you that you are not positive" she declares.

## AMS Speakers' Perspectives

The Broadcaster features key messages of some speakers in all the nine sessions of the Asia Media Summit

### ASIA MEDIA SUMMIT: SESSION 1

#### Era of Participatory Media: Rethinking Mass Media



(3rd from left) Jennifer Lewis, Editor, STOMP, Straits Times, Online, Mobile, Print, Singapore Press Holdings, chairs this session

"There's no point in blaming the new technology. It's just another, albeit ubiquitous medium. We have to get used to it and compete with it. In doing so, we can take comfort that while web-based sources of information can, once in a while, cause a stir, they still do not have the power to set the agenda of society – let alone dictate public policy. That power still rests with the old media – the newspapers and the broadcasters. How long this power lasts will depend, almost entirely, on how credible, relevant, useful and valuable we can make of our content."



**Dr Haroon Siddiqui** ▲  
Member, Order of Canada, Journalist/Columnist and Editor Emeritus of The Toronto Star, Canada

"In our medium strategy, we are combining newly developed products and our traditional services into ONE single "Multi-Platform-Strategy." It provides for traditional analogue short-wave as well as Live-Stream for broadband access.....

The lesson learned for us: our users want our content – but they want it when they have time: In the bus – during their lunch break – or after work. However, new channels of distribution are not an end in themselves. CONTENT remains crucial."



**Erik Bettermann** ▲  
Director-General, Deutsche Welle (DW), Germany

"I do not deny the great possibility of participatory new media, as it is in the nature of human beings to express opinions. But there is a risk from the new media that can be checked by the old media. The old media must watch the extremes of participatory media and bring the pendulum back when it is going too far."



**Toshiyuki Sato** ▲  
Director-General, International Planning & Broadcasting Department NHK, Japan