Moderated Debate on Media & Development

ASIA MEDIA SUMMIT 2007
20 - 31 MAY 2007 · KUALA LUMPUR · MALAYSIA

(left on rostrum) Veronica Pedrosa of Aljazeera International, Kuala Lumpur introduces the speakers in the session on Media & Development

"......No matter what kind of change may come along, mass media must invariably shoulder the social responsibility of benefiting the people and promoting a nation's development.....It is the duty of media organisations to master emerging communication methods to reinforce and diversity our tried and true means, thereby contributing to the respective goals of each nation."

".......Communication is the basis of understanding, which leads to win-win cooperation. In tackling the challenges of new media technology and fulfilling our social responsibility, media organisations in the Asia-Pacific region should seek more cooperation in programming exchanges, sharing facilities and training personnel."

"While private channels will continue to thrive, public broadcasting institutions would retain their relevance because of the disappearance of public space and the growth of special interest audience everywhere. A public service broadcaster need not worry about these developments as, in fact, we do not have to compete with the commercial broadcasters as revenue-earning cannot be our major objective. The focus has to remain on being a public service broadcaster, if not in the classically pure sense, at least in a substantial sense."

Zhao Huayong ▲
President, China Central Television (CCTV), China

Baljit Singh Lalli ▲
Chief Executive Officer (AIR & DD), Prasar Bharati (Broadcasting Corporation of India), India

SESSION 2
The Future of Public Service Broadcasting

"Being limited in resources and limited in infrastructure in a country whose 75% happen to be youth under 35, there is an unbelievable dependence on public service broadcasting for subsidizing and promoting their crusades, causes, interests and industries. This shall cause serious impediments to maintaining uniform and successful programming of the Maldives PSB in a uniform manner." ▶

Mohamed Nasheed
Minister of Information and Arts, Maldives

✧⇒◎⇐✧

"Not only is it considered essential to have strong editorial policies but it is also important to have good compliance and complaint handling."

◀ **Murray Green**
Director, ABC International, Australia

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"Please help us and yourselves to create an environment for the free flow of information and press freedom. And to that extent, facilitate, promote and stimulate public service broadcasting. It's a basic necessity-maybe even a basic human right-to keep all people from all walks of life well-informed." ▶

Jan C. Hoek
Director General, Radio Netherlands Worldwide (RNW), Netherlands

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"The struggle for diversity is certainly not over yet and all the more important is the role of public media to educate and entertain the public."

◀ **Eric Soulier**
Regional Audiovisual Attache S.E.A. French Embassy, Singapore

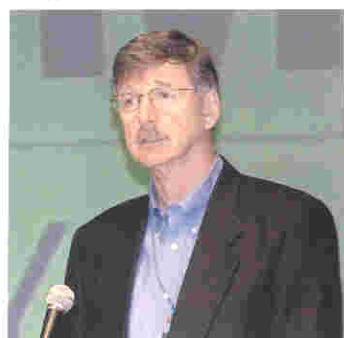# Soap Operas & Reality TV Shows: New Forms & Formats

(Standing) Dali Mpofu, group CEO of the South African Broadcasting Corporation shares his insights on this topic

"I believe the fiction format will continue to be the best way of attracting mass audiences. The reality format can be useful in reaching the urban youth to tackle stigma and encourage community action. Certainly content for mobile phones is new and an area worth exploring, and could be beneficial in communicating short-based information."

Yvonne MacPherson
Director, BBC World Service Trust, India

"The process of integrating a gender perspective into conflict reporting is complex, an interplay of professional standards and humanitarian values. It starts with respecting the essential obligation to impartially present verified information in a fair-balanced context. That kind of context, of course, also values and gives voice to marginalised interests.... On several occasions I have worked with women journalists within training programs who indicated that the key to unlocking change in newsrooms and in reporting lies with senior management."

Ross Howard
President Democracy Group, Canada

Reporting the World through a Gender Lens

(Right) Francis Herman, CEO of Fiji Broadcasting Corp. chairs this session

"Reporting the political world through a gender lens means being constantly alert to these differences and stereotypes. It means exercising that awareness as one of the professional criteria we use to select, to frame and to report stories about politics and politicians. It means recognizing the gender differences that do exist, and how these differences affect political priorities and experiences. It means avoiding -or in some cases highlighting- the gender stereotypes that limit political perceptions and behavior. Without a gender lens, the political world is not reported in a balanced way."

Margaret Gallagher
Columnist CBC-CA, Editor/ freelance writer/technical communicator, Canada

"Change is not just about the media; but those who are well placed to shape media content (eg women decision-makers and activists who through their activities can create platforms for women's voices to be heard and become news-worthy). Citizens who consume media outputs have a clout they (and especially women) are often not aware of to shape the agenda. All these constituencies are crucial in targeting research, training and other interventions."

Colleen Lowe Morna
Executive Director, Gender Links, South Africa

"So looking through the world through a gender lens has nothing to do with being too gender sensitive or being burdened with a women's ghetto mentality. As we have seen, disasters have everything to do with gender, as do other high profile, high prestige areas of media coverage such as war, social conflict, politics and economics. The stories are out there. If few of them make it to the mainstream media it is because gender awareness is still missing in many newsrooms."

Ammu Joseph
Freelance journalist and media-watcher, Founder of The Network of Women in Media, (NWMI), India

ASIA MEDIA SUMMIT: SESSION 5

Mobilizing the Airwaves against Poverty

"To get poverty onto the front burner, media must internalize/own the need to do it, and must understand what the dimensions of poverty are. This is difficult, but if altruism is not a sufficient impetus, fear might provide such an impetus. To keep poverty on the front burner until the MDGs are reached is relatively easier than getting poverty onto the front burner. There are gold mines of information that can be tapped, mainly from the country's statistical agency and from development researchers."

▶

Prof. Solita Collas Monsod
Professor, School of Economics, University of the Philippines & Former Minister of Economic Planning of the Philippines

"We must set a quota for big TV channels to broadcast programmes related to campaign against poverty. To do this, an international observation body sould be created...... Universal award should also be considered."

"Poverty cannot be eradicated if the pooor do not participate in this global campaign. Media must present those in poor countries who are struggling to confront poverty."

◀

Dr. Shaban Moadab Shahidi
Former IRIB President and Deputy Minister of Culture and Information, Iran

"Let us make poverty a 'copyrights free zone.' The idea is to have broadcasters and other electronic publishers release copyrights on TV, video and online content relating to poverty and development issues-at least until (MDG target year of) 2015. I do realize this is easier said than done, but as I said before: extraordinary situations call for extraordinary responses."

▶

Nalaka Jayampati Gunawardene
Director and CEO, TVE Asia Pacific, Sri Lanka

ASIA MEDIA SUMMIT: SESSION 6

Next Wave of Broadcasting

(Standing) Ms. Min Eun-Kyung, Head and Executive Director, International Relations Team, Division of Global Affairs, KBS chairs this session

"Conventional radio is integrated into complex routines and habits, and if digital designs plan to intervene they have to convince the user. They have to demonstrate where the added value is. Another element of uncertainty might be the continuing bombardment of the consumer with promises of fancy technologies with exaggerated abilities, and the subsequent disappointment with the actual limited solutions."

▶

Dr. Hans J. Kleinsteuber
Institut für Politische Wissenschaft, Institut für Journalistik, Universität Hamburg, Germany

"....Here are some thoughts and predictions on the future for broadcasting. They can be broken into five developments; (1) TV moves to the web; (2) bloggers become broadcasters; (3) competition from audience-generated content; (4) more competition means more fragmentation of audiences; (5) new technologies beyond the horizon can create problems."

◀

Stephen Quinn
Associate Professor, Deakin University, Australia

"The potential of whatever-idol shows that audience engagement can generate huge revenues. So the question is – Can the producer use gaming technologies to let the audience choose how a movie or drama will end? At a suitable interval, let the audience vote for their SMEs, collect the revenues and pump out the voted choice. With human actors/actresses, such gaming changes have to be limited but with the help of computer-generated sequences, the potential is infinite."

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Lim Chin Siang
Director, IT and Technology, Media Development Authority (MDA), Singapore

ASIA MEDIA SUMMIT: SESSION 7

Climate Change, How the Media is Responding

(Standing) Mr. David Astley, Secretary General of ABU, chairs this session

"My proposal is a primetime television show in a form of a competition promoting the fight against global warming through personal wisdom, knowledge and efforts, helping industrial innovation and worldwide development...."

"...... Hence a televised competition between different families coming from different horizons and different economic backgrounds, will bring to the public a chance to see, to understand and to hopefully imitate different concepts applicable to different living conditions."

Georges Leclere
Global Media Advisor,
LGMA Inc., USA

".....For most media personnel, global warming and climate change issues are still beyond their understanding, because most of the reports on scientific findings on those issues are too academic with complicated formulations and tables/graphics, and strange expressions. If the journalists themselves do not comprehend, let alone the public, therefore there is a strong need for journalist trainings on environmental issues."

Parni Hadi
President Director,
Radio Republik Indonesia
(RRI), Indonesia

ASIA MEDIA SUMMIT: SESSION 8

Integrity and Honesty in Public Life: Media's Role

(Middle) Dato' Seri Mohamed Jawhar Hassan, Chairman and CEO of ISIS, Malaysia, chairs this session

"....a citizen reporter is more or less like a guerilla or an insurgent in their role in any public arena. They are the ones who bring up, from moment to moment, hidden or censored, problems in a society that if not treated with immediately, will have tremendous impact on the very viability of the society. They are the ones who bring those up in such a way that the act of putting the words in surge becomes itself a battle for the rights of the oppressed."

Rebecca Kim
Journalist, the Civil Society Times (Korea) and research
fellow at the Institute for Study of Democracy
and Social Movement, Korea

"Today I will focus on US media coverage of Israel-Palestine, the core conflict in the Middle East and at the center of the alleged' war on terror', and in so doing will describe an unconscionable and extremely dangerous pattern of ommission."

" The pattern I have sketched today-in which all too often bias masquerades as balance and context is concealed-has profoundly significant consequences. Not only does it, I believe, play a major role in the promulgation of irrational and immoral US policies in the Middle East, but in my opinion it is a major factor in the alleged 'clash of civilisation' ideology that is being pushed on Americans today, and whose consequences, I fear, will be an ever-darkening future of war and violence-unless we stop it."

Alison Weir
Executive Director, If Americans Knew, USA

"....it is perhaps time the media industry, apart from highlighting the need for such legislation (Whistle Blowers Act, Freedom of Information Act, Leadership Code), take proactive steps to implement its own leadership code. The media must be as responsible to those whom they hold accountable."

"As society's self-appointed watchdog it is imperative that we also agree to be watched and an effective code will ensure this."

Mesake Nawari
Chief Executive Officer, Fiji TV, Fiji

ASIA MEDIA SUMMIT: SESSION 9

Broadcasting Peace and Persuasion

For the first time, the Asia Media Summit featured an open discussion among participants with no invited speakers. Instead, delegates spoke their minds on the role of media in ending war and promoting peace. It was moderated by Dr. Chandra Muzaffar (picture below), president of JUST World, Malaysia.

Here are a few insights from delegates from across continents:

" There is no other way but to open our hearts to each other."

"Media is not giving much attention to the victims of war, especially the more than eight million refugees from Iraq and Palestine. Nobody is listening to them. In the West, they are identified as illegal immigrants."

"Afghan people must reconcile and talk to each other to promote peace."

"Vast majority of media don't know the roots of conflict and how they can be resolved. There is a need to train media on conflict resolution."

"Radio stations owned by local communities can do a lot to promote peace. There is a need for AIBD and concerned institutions to focus on local initiatives and highlight what rural radio stations are doing to help bring about peace."

"War is a complicated issue. My position is that the reporter's job is to report and not to campaign for peace because campaigning for peace is based on one term or the other."

"We need to exploit different formats and genres on television to discuss peace and reconciliation. This is not an expensive exercise. We need to feature ordinary people doing extraordinary things to break barriers."

"Media people who have died in the name of peace need recognition. We must all pay tribute to them."

"Media can do a lot by improving its transparency and accountability."

In the end, Dr. Chandra summarised other points taken up during the open discussions as follows:

1. Bring the theme of peace into the content of TV, radio and print.

2. Highlight good practices of media in relation to peace building.

3. Work at the grassroots level, for instance, the activities of community radios, should be promoted.

4. There is a need to monitor media, a media watch of sort to monitor if they are promoting war.

5. Launch a prize for peace journalism.

Digital Audio Archiving Technologies

The AIBD-ASBU Regional Workshop on "Digital Audio-Visual Archiving Technologies" was conducted in Kuala Lumpur, Malaysia, in cooperation with the Arabic States Broadcasting Union Training Centre (ASBU-TC) and with the support of the Deutsche Welle Akademie and the Turkish Radio Television (TRT) from June 11 to 22, 2007.

14 engineers and archivists including 5 from ASBU member countries and 8 from AIBD members participated in this course.

The consultants from AIBD, Deutsche Welle & TRT started the course with an overview of the complex concepts of modern archiving systems and then elaborated upon technologies and strategies for digitisation, audio-visual data carriers, mass storage system, Metadata systems, Automation and system management and Data protection.

The content was supplemented by presentation from IT companies concerned with archive covering IT solutions to audio-visual archive. During the course, the participants visited the National Archive of Malaysia and RTM TV studios & archive and provided with insights into the practices of audiovisual archiving. At the end of the workshop the participants were given the opportunity to draft a project plan for their station's own archive a project under the guidance from the consultants.

Getting to Know
AIBD Partners and Members

The Broadcaster interviewed briefly a few delegates from the Asia Media Summit 2007 on some of the initiatives their organisations are pursuing to build a more vibrant broadcast media in the region.

War against Cybercrime

(From left) Dr. Hamadoun Toure of ITU and Dr. Javad Mottagi of AIBD

Dr. Hamadoun Toure, secretary-general of the International Telecommunication Union, calls on each and every country within and outside the Asia-Pacific to set up a cybersecurity center as a means to reduce cybercrime. He said the number of crimes committed in cyberspace have increased at an alarming rate and have grown in sophistication.

Last May 17, Dr. Toure launched an ambitious two-year plan to curb cybercrime. He has set out a comprehensive *Global Cybersecurity Agenda* to tackle the issue within a framework of international cooperation. He urged the AIBD members and partners to help raise awareness on cyberpeace.

CCTV Preparations for Beijing Olympics

The China Central Television (CCTV) is employing some 3,000 of its staff for the Beijing Olympics 2008 to ensure a comprehensive coverage of the international sports competition for its more than one billion Chinese people. Five channels are airing programmes leading to the Olympic Games, including a sports channel which has been transformed into a 24-hour channel devoted to the Olympics.

According to Mr. Zhao Huayong, president of CCTV, training for CCTV staff began as early as 2000 during the Oympic Games in Sydney, and this has paid off as CCTV is very much prepared to provide good coverage and reporting of the Games. He said HDTV outside broadcast vans and two helicopters will be in place for the Olympic coverage.

Mr. Zhao also noted that the campaign for the theme songs of 2008 Beijing Olympics has drawn numerous candidates, both professional and amateur, from home and abroad.

One-Man TV News Reporting

(From left) Mr. Erdem Kok of Cihan News Agency talks on his company's initiatives

Mr. Erdem Kok, marketing director of Turkey-based Cihan News Agency, says news media companies need to invest more in addressing the phenomenon of a one-man team reporting news events and issues. A journalist who can shoot, edit and transmit using a small technology will eventually become a norm, a development that will require intensive training of journalists in the region, he said.

He also pointed out that Cihan recently launched www.cihanvideo.net, which makes available to subscribers footages that are of broadcast quality, Regardless of size, these footages are transmitted through the Internet using the data stream system tehcnology. He said that their video footages are currently transmitted in the Turkish language only, but soon Cihan will have English and Arabic versions.

Botswana Mulls over Public Service Broadcasting

Botswana is currently reviewing plans to turn the state broadcasting channel into a public service station. According to Mr. Mogomotsi Karoeamodimo, manager of the Broadcasting Regulation Department, Botswana Telecommunication Authority (BTA), debates are going on in the Parliament as well as among various stakeholders about the viability of this proposal.
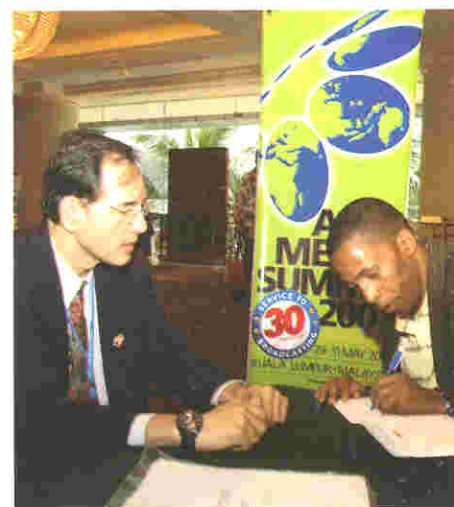
(Right) Mr. Mogomotsi Karoeamodimo of BTA with Mr. Jose Ma. Carlos of AIBD

Botswana has currently two TV channels, one public and another private. The BTA is reviewing two applications for satellite TV licenses. Mr. Mogomotsi said the media market in Botswana is growing and there is a need for the BTA to facilitate competition and enhance rules so that they can exploit the global media market.

(From left) Mr. Jose Ma. Carlos of AIBD, Mr. Chen Zhansheng and Mr. Zhao Huayong, both of CCTV

WHAT ON EARTH
is Happening?

2nd Asia-Pacific & Europe Media Dialogue

(3rd from right) Mr. Eric Bettermann, director general of Deutsche Welle, chairs the organising committee meeting of the Asia-Pacific and Europe Media Dialogue

The number of natural disasters has tripled in the last 30 years, yet the key to survival calls for not only more aid, but also more information. Such aid must go where it is most needed and that it s not skewed for political, security or media reasons. Such information must be disseminated to effectively address people's humanitarian needs, emergency situations, recovery and rehabilitation efforts.

The 2nd Asia-Pacific and Europe Media Dialogue will examine, among others, the pressing issue of disasters on Planet Earth and media's role in the prevention, mitigation, preparedness, response, rehabilitation, reconstruction and development. Set on 3-5 September 2007 in Bonn, Germany, the Media Dialogue features 12 sessions on global concerns such as poverty and the Millennium Development Goals, digital divide, gender bias and misunderstanding between race and religion. It will also discuss business issues such as the impact of Internet TV, podcasting, and digital archiving.

Members of the organising committee for the Asia-Pacific and Europe Media Dialogue met in Kuala Lumpur on 30 May 2007 to review and finalise preparations for the conference. In its third meeting chaired by Mr. Eric Bettermann, director general of Deutsche Welle, the members decided to intensify marketing efforts to attract more Asia-Pacific and European broadcasters to join the conversations in Bonn. They also advised participants to apply for their German visas soonest as processing takes at least a month.

Members of the organising committee of the Asia-Pacific and Europe Media Dialogue watch a presentation on the status of preparations for the Media Dialogue

Registration Deadline Extended

The deadline for registration to the Media Dialogue in Bonn has been extended to 10 August 2007. Interested individuals and institutions may register and send their registration forms to marcel@aibd.org.my