

Winners in the Asia-Pacific MDGs Media Awards



(From left) Ms. Chin Mui Yoon of Star Publications, Malaysia Guan Juanjuan of China Radio International and Li Jiejun of China Central Television hold trophies and certificates for winning the MDG Media Awards. The awards ceremony was held at the 63rd ESCAP Commission Session in Almaty, Kazakhstan on 22 May 2007

A total of 102 entries from 23 countries were screened recently in Kuala Lumpur for the Asia Pacific Millennium Development Goals Media Awards and six winners were selected in the print, radio and TV categories.

Each category had a separate international board of jurors who spent two days in screening the entries. First prize winners will receive a cash prize of US\$7000 each plus a plaque and a certificate. The runners up will get US\$2,000 each.

52 Entries in the Print Category

In the print category, 52 entries including web based articles were received. Adjudged first prize winner was the Malaysian entry entitled **An Unhealthy State of Affairs** submitted by Ms. Chin Mui Yoon, a journalist from Star Publications in Kuala Lumpur. It was published on 15 April 2007 in *Starmag*. The runner up was the Bangladesh entry entitled **Slow and Unsteady on MDG Path**. It was written by Khawaza Main Uddin and published in the *New Age* paper on 14 April 2007.

The winning piece examined Malaysia's success in reducing child mortality rates and improving maternal health, and its failure to arrest the spread of infectious diseases among the Orang Asli, one of several indigenous people in Malaysia. Jurors said the article was "fresh, solid, thorough, well-written and widely relevant."

Chinese Entry Wins the Radio Category

In the radio category, the Chinese entry

entitled **A Life Changing Trip** won first prize. It was written and produced by a team composed of He Fei, Wu Jia, Guan Juanjuan, Jin Zhao all of China Radio International in Beijing. It was aired on 22 April 2007. A total of 20 entries from 11 countries joined the competition. The runner up was the Indian entry entitled **Aangan ke Paar**, produced by Rupa Jha from the BBC World Service Trust

The winning piece featured a rural Chinese girl's struggle to complete her primary education and government initiatives in education in support of the MDGs. The judges said "the program drew a human face on MDG Goal 2 on achieving universal primary education. It was successful in bringing the listeners into the picturesque landscape of the moving characters with outstanding use various production elements like music, effects, testimonials and the

technique of using comparison e.g. urban and rural settings." They added that the entry was "well-paced, giving the audience time to breath and absorb the message."

34 Entries in the TV Category

A total of 34 entries from 12 countries were received for the TV category and declared first prize winner was the Chinese entry entitled **Tent Schools on the Prairie**. It was produced by Li Jiejun of China Central Television in Beijing and aired on 22 April 2007.

Her entry looked at the contribution of mobile tent schools in spreading education among nomad families on western China's Qinghai prairie. The jurors said the programme showed "a novel way of spreading education in an inaccessible place, providing excellent content, a mix of powerful sounds and visuals that had so much impact on the audience."

The Philippine entry entitled **Huling Hala Bira** (The Last Hurrah) won second prize. It was produced by Mr. Horacio Severino and Ella Marie C. Evangelista and aired on 29 January 2007 over GMA 7 in Manila.

During the awarding ceremony held in conjunction with the 63rd ESCAP Commission Session in Almaty Kazakhstan, Dr. Kim Hak Su, UN ESCAP executive director, congratulated the winners and all those who joined the competition. He encouraged media to pursue more stories on the MDGs so that people become more aware of how the MDGs can affect their lives and push governments to be made more accountable for the implementation of the MDGs.

Launched in October 2006, the MDG Media awards was supported by UN ESCAP, UNDP and the ADB. AIBD served as the project secretariat.



(Fourth from left) Dr. Kim Hak Su, UN ESCAP executive director, joins the winners and other UN ESCAP officials after the awarding ceremony in Almaty, Kazakhstan

Asian Approach to Public Service Broadcasting

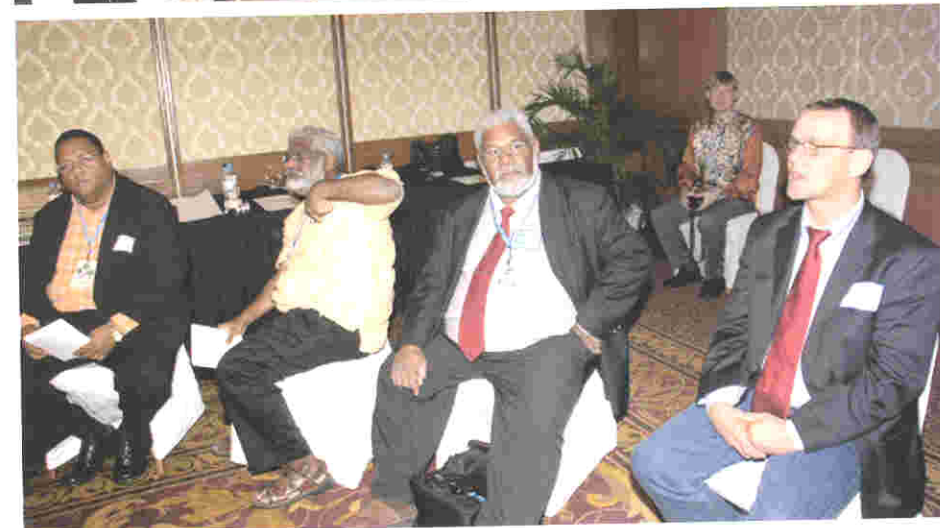
Forty participants to the Open Space Workshop on the "Asian Approach to Public Service Broadcasting" generated 7 topics and 82 ideas on the theme, out of which 15 ideas were shortlisted. Of these, nine ideas had implementation champions determined to make a difference in promoting PSB in the region. The delegates identified four initial steps to move the PSB initiative further.

Held as a pre-summit activity in Kuala Lumpur on 28 May 2007, the workshop adopted the open space technology and the world café concept in an effort to enhance communication, content, participation and commitment to action. AIBD and the Friedrich Ebert Stiftung (FES) organised the workshop. Mr. Prabu Naidu and Janice Lua, co-founders of Facilitators Network Singapore served as consultants and facilitators.

Future Follow Ups

The activities identified for future follow ups were as follows:

- 1) Set up an e-group listing and/or blog for PSB activists to keep the community going.
- 2) Establish a progress reporting/tracking process for the 9 ideas that were voted and have implementation leaders. Those leaders who make progress can be recognised at the AMS2008 by giving them air time to report their achievements. This will also demonstrate 'bottoms-up' success stories on PSB for others to emulate.
- 3) Moot the idea to carry out a 'mapping exercise' with AIBD member countries to determine the PSB current practices. It is evident from the conversations at the Open Space that there are many variants



to PSB that are being interpreted and practiced in each country. Mapping these practices to a standard template and then synthesizing it will give a composite picture of the current state of PSB.

- 4) Establish alliances with civil society organisations.

The theme on PSB was chosen to pursue further AIBD's mandate in promoting PSB in the region. That mandate is clearly reflected in the Bangkok Declaration issued by the first Conference of Ministers of Information and Broadcasting held in Bangkok, Thailand in May 2003. In its preamble the declaration states that "Mindful of the crucial role played by public service broadcasting in increasing the awareness of the people, promoting freedom of expression, ensuring free flow of information and ideas, maintaining diversity in the broadcasting sector and empowering the communities, PSB should provide programming that serves the public interest and facilitates people's participation in development programmes for the societies."

The open space technology is based in the "belief that organisations and communities run on passion and responsibility. It allows groups of any size to self-organise around what they really care about to get things done. It is a natural communication process that recognises that people take responsibility to pursue what they are passionate about, and it ensures that what is important to each participant will be discussed."

TJIBAOU, THE RECONCILIATION

Wins the World TV Award for 2007



Judges view entries to the World TV Award 2007

An international board of jurors screened over 36 entries from 18 countries to this year's World Television Award on Conflict Resolution, and selected as the grand prize winner **"TJIBAOU, The Reconciliation"** from RFO, France.

Reconciliation Brings Peace to Wea Family

The winning TV documentary featured the travails of the Wea family in New Caledonia who took 15 years to forgive the killers of Jean Marie Tjibaou. Jean's murder threatened the fragile and new found peace in the islands of Melanesia. It also created a wall of hatred and denial between the two families. Through mediation, discussions and dialogues, this reconciliation brought peace not only to the two families but also to the overall political environments in these islands.

The runner up for this year was Croatian TV's documentary titled **"Children, Victims of War."** Two entries from TVE Spain, **"The Last Picture"** and the **"African Women, the Heart of Life,"** were adjudged second runners up.

The grand prize winner gets US\$7,000 along with a certificate and trophy to be presented

at the AIBD General Assembly meeting in Maldives in July 2007.

The screening took place for two days prior to the Asia Media Summit in Kuala Lumpur. Ms. Moneeza Hashmi of HUM TV Pakistan chaired the board of jurors. Other members were Ms. Husner Ahmad of RTM, Langkawai, Abdull Aziz Ismail, Manager (Magazine and Development), TV3, Malaysia, Mr. George Leclaire, Global Media Advisor, LGMA

Incorporator, USA and Mr. Bae Ki-Hyung, Korean producer seconded to ABU.

Next year's World TV Award will have as its theme **"Promoting Religious Tolerance."**

The 2007 World TV Award was supported by the AIBD, Arab State Broadcasting Union, Radio Television Malaysia, Islamic Republic of Iran, CBA and Southern African Broadcasting Association.



(left) Ms. Moneeza Hashmi of HUM TV Pakistan, discusses with jurors the merits of each entry

Motives and Attitudes of the Audience

By Thomas Rump, Per Consult

I wish I knew more about my audience...

If we talk about chances in media – Asia is the place to be. Hundreds if not thousands of radio and TV channels emerged or are still mushrooming out of the ground.

Old giants compete with new players. Public broadcasters and private competitors fight for the same audience. It is no longer only a question of better skills, bigger resources or a longer history in broadcasting. How to suit the needs of your listeners/viewers best and what are their demands, is what occupies the minds of media producers all over the world.

The AIBD/perconsult workshop on research held on 26-27 May 2007 in Kuala Lumpur as a pre-summit activity was a very condensed overview about the methods and possibilities of modern research designs. From task definition to Implementation of the results, 12 participants from all over Asia engaged in acute discussions about the pro and cons of different research approaches and what benefits are to be expected from it.

The mixture of presentation, knowledge exchange, case studies and group discussion proved to be the right way to touch this important issue. Whether it was about classical reach studies, perceptual research designs, internet research or music monitoring, all requirements of state of the art programme support were addressed accordingly.

Participants from news agencies in Turkey, public service broadcasters from Mauritius, Bhutan, Thailand and Iran, music driven radio channels in Malaysia, news TV channels in India – the wide range of media professionals attending this workshop showed one thing very clearly:



(Standing) Thomas Rump conducts the workshop



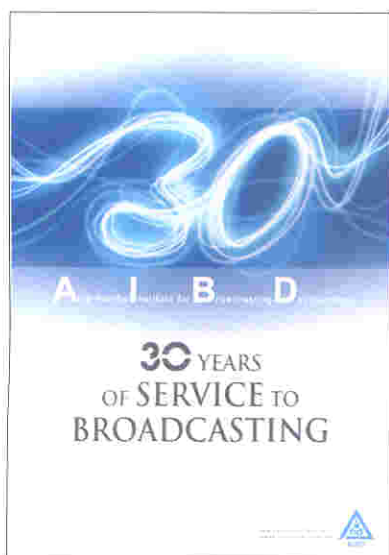
There is an overwhelming demand for reliable information about the motives and attitudes of the audience as a sound base for decisions, which rely rather on valid data than on gut feeling alone. Here, AIBD together with perconsult have opened the door to a more sophisticated and differentiated view on media organisations.

AIBD/THOMSON FOUNDATION REGIONAL WORKSHOP ON TV News Management



(Standing) Mr Russell Lyne, Head of Regional Partnerships, Thomson Foundation, conducts the workshop





AIBD

Anniversary Book



Mustak Zainuddin Bin Maidin, Minister of Information, Malaysia, cuts the ceremonial ribbon officially launching the AIBD anniversary book during the 4th Asia Media Summit

The AIBD recently launched its anniversary book entitled "30 Years of Service to Broadcasting," a snapshot of media developments in Asia-Pacific, in particular, issues and challenges related to broadcast training in the region.

The book's idea came from the AIBD's Strategic Plan Team (SPT) at its meeting in Brunei in July 2005, which discussed preparations to celebrate AIBD's 30th year anniversary. The SPT recommended a book publication which would articulate the Institute's journey towards building a training organisation and its initiatives to strengthen human resource development.

A mix of text, photos and charts, the 225-page book captures the evolution of AIBD's

emergence and growth as a training institute. It also features the Institute's activities in organising global media platforms which examine industry issues and global concerns on poverty, conflict, environment, gender balance, cultural diversity and peace. Part of AIBD's core tasks as cited in the book is the promotion of media dialogues across continents in order to build a culture of tolerance and peace.

