

Air Diversity

Broadcasters and representatives of NGOs, academic and development institutions from within and outside Asia-Pacific gathered in Kuala Lumpur to examine ways to enhance content, technology and regulations in promoting 'air diversity.' They participated in the Regional Seminar on Connecting Communities through Community Radios and ICTs held as a pre-summit activity on 28 May 2007.

Organised by AIBD, the regional seminar had the support of the Friedrich Ebert Stiftung, UNESCO and the Global Knowledge Partnership.

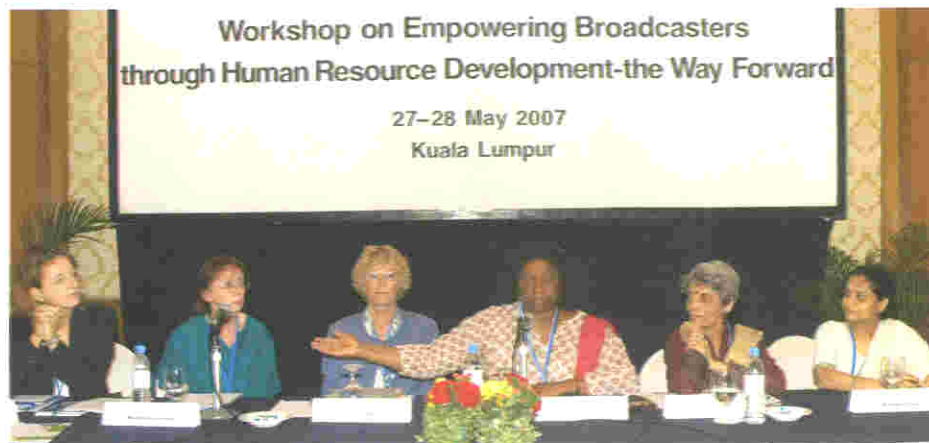
Towards the end of the seminar, the participants generated a list of recommendations as follows:

1. Advocate for the recognition of community radio and other community media as a distinct tier of legislation and regulation, alongside public service and commercial broadcasting, thus, contributing to the promotion of "air diversity."
2. Advocate for the recognition of community media practitioners as valuable, professionally competent resources who can be involved in both peer training and training of other media professionals.
3. Organise awareness building and sensitisation programs on community radio and other ICTs' potential in development for legislators and community broadcasters.
4. Invite community media practitioners and include the topic of community broadcasting prominently in regional and global meetings (for example: a plenary session on community media at AMS 2008, World Electronic Media Forum later this year, etc.).
5. Organise training and mentoring sessions for Community Broadcasting practitioners with special recognition of the role of younger generations on how community radio can capitalise on the development in the ICT sector, on new ways of addressing financial and organisational sustainability, etc.
6. Include Community Media practitioners in the documentation and sharing of local and indigenous knowledge, as well as other discussions on global themes (for example the discussions on GM, MDGs, etc.)
7. Look for ways to ground community media initiatives to initiatives in other sectors (health, agriculture, education, etc.)
8. Facilitate partnerships between efforts to promote community broadcasting and efforts to promote newer ICTs among communities such as Community Multimedia Centers, etc.
9. Recognise community broadcasting stations as an effective entry point to take ICTs to the grassroots both in rural as well as urban settings.
10. Document and disseminate best-practices and learnings in community broadcasting.



Empowering Broadcasters through Human Resources Development - *The Way Forward*

By Manil Cooray, Programme Manager, AIBD



within the broadcast and telecommunication industries, mobile TV platforms, broadcast satellite services, new regulations, new media and ICTs are redefining HRD needs. They agreed that HRD programmes for broadcasters needed to bring about positive changes to improve education, health, promoting freedom of expression, cultural diversity, accountability and transparency in governance, HIV & AIDS, violence against women and children, environment etc. Life long learning was felt to be a continuous mechanism to capacity building of human resources in the broadcasting organisations.



Seventy three delegates from 27 countries participated in the pre-summit workshop on "Empowering Broadcasters through Human Resource Development – The Way forward" as a forum for AIBD members, affiliates and partners to create a 'road map' for endeavors in capacity building in response to the rapid technological changes in the broadcast industry.

High ranking representatives from renowned broadcasting organisations from Europe and the Asia-Pacific region shared their views and debated on the continuous and the compelling need for capacity building of broadcasters to enable them to cope with and survive in the new world of broadcasting. The two day workshop supported by UNESCO was held on 27-28 May 2007.

The delegates deliberated on the need and the strategies to design program content, regulatory issues and code of ethics including in gender mainstreaming etc. They also underlined the need to make media organisations resourceful to address market driven forces and build a multi skilled and efficient workforce if they are to face competition in the broadcast industry. Though financial constraints will continue to challenge all broadcasting organisations the need to allocate funds or to create community chests for HRD was considered a priority if capacity building of broadcasters was to be considered as an investment.



Speakers from CBA, EBU, ASBU, Deutsche Welle Akademie, Radio Netherland Training Center, and training centers of AIBD member countries deliberated on the rapid technological changes which have opened access to information in an unprecedented scale and the need to broaden approaches and methodologies in delivering training programmes in media production and technology. Convergence and digitalisation



Regulation is About Enablement



Forty participants including 22 speakers articulated several determining principles as basis for reforming and enhancing media regulatory mechanisms during a pre-summit seminar held on 28 May 2007 in Kuala Lumpur.

Delegates said regulation is unavoidable; it is about enablement and not about repression.

Mr. Javed Jabbar, former Minister of Information and Media of Pakistan presented a summary of the proceedings of this seminar and said that "the speed of change is blistering and we are all on a roller coaster yet we have to keep our hats on our head and our values and our feet on the ground as we go through this incredible experience of convergence."

Among the determining principles they have identified were as follows:

- Need for diversity and pluralism
- The regulatory body should not take a pre-determined position ideologically or otherwise
- Consistency, predictability and the encouragement of creative entrepreneurship especially across borders
- A democratic environment – a must to do justice to regulation.
- Respect for rule of law, human rights, authentic independence not just formal independence
- Stress educational and cultural content
- Support for citizens media watchdog groups
- Ensure prompt access by the public to multiple levels of complaints redressal
- Need for media literacy

Speakers from Asia, Africa, Europe and North America gave informative and stimulating presentations covering five session topics, namely, Regulations & Public Interest, New Regulatory Approaches to Satellite, Internet, Blogging and Podcasting, Media Ownership & Regulations, Regulatory Mechanisms and Diversity, Reforming and Enhancing Regulatory Mechanisms: Challenges and Responses (Open Discussion). There was also a presentation on ISAS quality management system.

This seminar was supported by UNESCO, Friedrich Ebert Stiftung and the Global Knowledge Partnership.

Legal Risks Facing Journalists

AIBD is organising a media law training for broadcasters and journalists in Asia Pacific on 23-25 July 2007 in Kuala Lumpur. The workshop will cover legal areas relevant to day-to-day practice of journalism such as defamation, contempt of court, "hate" speech, parliamentary privilege, official secrecy, personal privacy and copyright.

The media law training has assumed significance in recent years as the global media environment has become more and more competitive and journalistic techniques have become more and more sophisticated. Media law training is also becoming an important benchmark in terms of the professionalism of media organisations.

The workshop will be of particular interest to the larger broadcasting organisations, television production outfits, print companies and internet publishing ventures of which there has been a proliferation in the region in recent years.

The training will be highly interactive, with sufficient provision being made for questions and answers, group discussions, role plays and/or group exercises.

The programme will be directed and delivered by Dr. Venkat Iyer, who has extensive experience in the area of media law training. Dr. Iyer is a barrister and a senior lecturer in law at the University of Ulster, UK. A former Nuffield Press Fellow at the University of Cambridge, Dr. Iyer has considerable journalistic experience as well. He is, among other things, currently the editor of *The Commonwealth Lawyer*, a journal published from London which enjoys wide circulation throughout the British Commonwealth.



(2nd from right) Mr. Erik Bettermann at the Asia Media Summit 2007

Traditional broadcast media need to fortify their competitiveness, offer quality reporting, strengthen journalistic independence and push for more media training if they are to face the converging media landscape and the changing consumer behaviour and preferences.

Mr. Erik Bettermann, director general of Deutsche Welle, articulated these strategies, which could serve as points of discussion during the 2nd Asia-Pacific and Europe Media Dialogue to be held from 3-5 September 2007 in Bonn Germany. DW, EBU and AIBD are organizing the three-day event which expects attendance from close to 300 leading broadcasters from both continents.

Mr. Bettermann said people are increasingly moving to on-demand listening and viewing, patronising peer-to-peer systems like YouTube and Joost, which are "challenging the monopoly of professional media on the mass distribution of information and ideas."

He said these are challenges for broadcast media to strengthen their competitiveness. To face the challenges brought about by the digital technology and new media, Mr. Bettermann cited DW initiatives that meet the requirements of both old and new audiences.

In 1994, DW was the first public service broadcaster to establish an independent online service. It optimised its programs in a coherent manner for mobile use and initiated the international WEBLOG Award to promote freedom of speech.

Mr. Bettermann said that one of the important tasks of broadcast media, especially public

Fortifying Media's Competitiveness

service broadcasting, is to convince both the government and the industry that in the long run a well-educated audience supported by independent journalism will help reach the Millennium Development Goals and also serve their own interests.

Mr. Bettermann's statements were in response to a list of questions AIBD put forward to build more awareness on the issues that will confront broadcasters attending the forthcoming Media Dialogue. He believes that talking to each other and

exchanging opinions directly will enhance understanding among broadcasters from Europe and Asia-Pacific, but media dialogues are not enough.

He said that despite more exchanges, there are still political, cultural and religious barriers which need to be overcome "What's more important is we should put the decisions made right into practice. The exchange of the media from both sides does not take place in the conference room, but in the daily work," he emphasised.



(seated) Mr. Erik Bettermann checks the Deutsche Welle (DW) booth at the AMS 2007



AIBD General Conference in the Beautiful Islands of Maldives

The AIBD members and partners will gather in Maldives for the 33rd Annual Gathering / 6th AIBD General Conference and Associated Meetings to be held from 16 - 19 July 2007 to assess the Institute's 2006 performance, plot future directions and identify new projects. Ms. Pattareeya Sumano, President of the AIBD General Conference, will chair the General Conference.

Members of the AIBD Strategic Plan Team, the 6th AIBD Executive Board and the Asia-Pacific and Europe Partnership Committee will also meet during this period. AIBD director Javad Mottaghi will deliver a performance report, highlighting the extent of training programmes, seminars and conferences in the Asia-Pacific region and their impact on the media industry.

Mr. Uz Mohamed Nasheed, Minister, Ministry of Information and Arts, on behalf of the Government of the Republic Maldives, will deliver the keynote speech at the

inauguration ceremony of the General Conference on 16 July 2007. The Ministry and AIBD have made all the necessary preparations to ensure a successful

conference and a memorable visit to the beautiful islands of Maldives (pics). The Paradise Island Resort & Spa is the conference venue.

CONGRATULATIONS TO Aminah & Neelam



Ms. Pattareeya Sumano (left) presents the loyalty award to Ms. Aminah bte Jantan



Mr. P. Neelamagam (right) receives his award from Ms. Pattareeya Sumano

Aminah bte Jantan worked for a year in a mattress factory in Kuala Lumpur before she joined AIBD in 1975. AIBD director Mr. R. Balakrishnan hired her as a 'tea girl', and since then she has served tea, coffee and snack food to AIBD employees and participants in various training courses at the Institute. Throughout her more than 30 years of service to AIBD, she remembered fondly the company dinners she attended in various hotels as well as the company excursions to Malacca, Cameroon Islands and Medan in Indonesia. "Those were happy times for me as a young woman," she said.

Aminah never expected that her services as a tea lady deserved an award. She said that she was surprised to learn that the AIBD management decided to present her a loyalty award to mark the Institute's 30th year anniversary. She received a plaque and a cheque for her long years of service to the Institute, for which she said she was so happy and grateful.

P. Neelamagam shared the same sentiment

as the other awardee. Before joining AIBD, he worked for four years as a personal driver to an American marketing director of Gillette Company in Kuala Lumpur. In February 1976, AIBD hired him, becoming the Institute's first driver. He said his duty extended beyond driving. It included doing clerical work and serving as a tourist guide to many Asia-Pacific participants of the various training courses.

Neelam said he likes his job so much because he gets to meet all kinds of people from the region, know something about their culture, and share information about Malaysia and its people. He said that he and his family were so happy about receiving the award after 30 years of service to AIBD.

Ms. Pattareeya Sumano, president of the AIBD General Conference, presented the plaque and cheque to the two employees in a simple ceremony during the pre-summit seminar on "Empowering the Broadcasters through Human Resource Development-The Way Forward" on 28 May 2007.

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