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Quarter 3 2020



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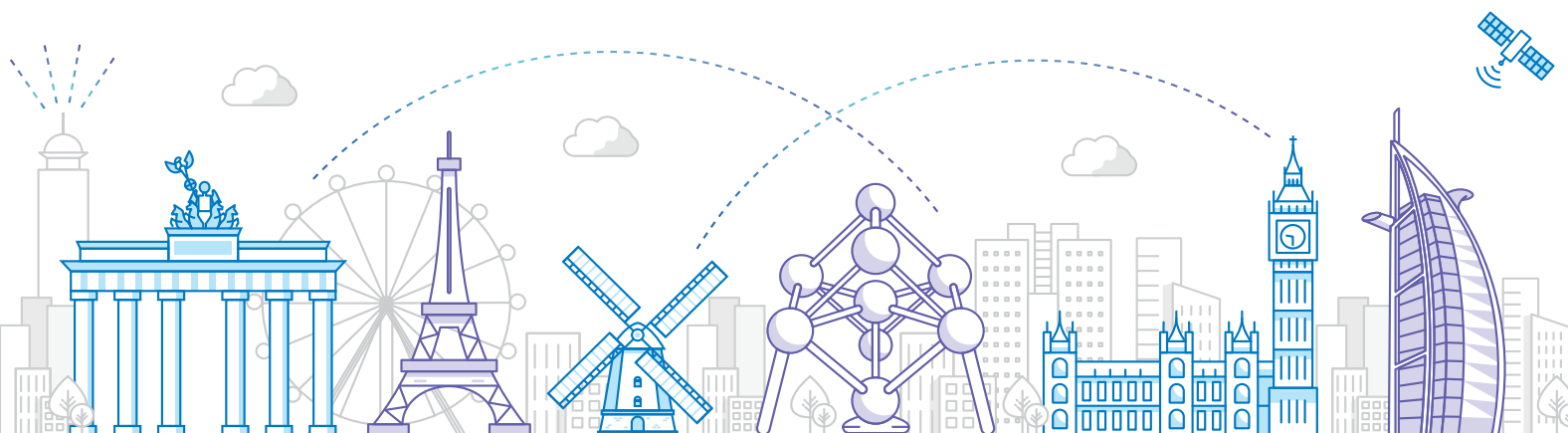
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ABU Acting President, Vice Presidents and the Secretary General in the online Administrative council Meeting on 26 & 27th August

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Greetings to all from the ABU Secretariat!

Everyone at the ABU Secretariat wishes a warm greeting to all readers of this Q3 2020 edition of the ABU News.

Major changes in the way the world is working has impacted broadcasters around the globe. In this edition, we pay special attention to how this new working normal has become the new way that the ABU and our members are communicating, cooperating and connecting.

Given the current level of uncertainty imposed on us by the COVID 19 Pandemic, the Administrative Council has approved to conduct the 57th ABU General Assembly (GA) & Associated Meetings online.

Considering the complexities of the GA and several Associated Meetings, including the time differences between our members in Asia, the Pacific, Central Asia, Middle East, Europe, Africa and North America, and other challenges of running events online, the ABU needs to avoid running conflicting/parallel online sessions. This, coupled with the fact that running online events of more than 90- 120 minutes long will be impractical, the endorsement of the Administrative Council was given for the ABU Secretariat to begin the Associated Meetings on 16th November and to complete the GA on 17th December 2020.

We have kept the GA days on 15, 16 and 17 December as had been earlier planned. The theme for this year's General Assembly is: "MEDIA IN A TIME OF CRISIS: CREATIVITY AND INNOVATION FOR MULTIPLATFORM".

In addition, the recently inaugurated ABU Media Academy (AMA) will expand the ability of the ABU to serve members with online as well as face to face training, and will assist members without in-house training capacity to establish their own training centres. Our vision is that all ABU Members will be able to develop their staff to a level where they are multi-skilled, adaptable to change and up to date with the latest trends and technologies in our industries.

The long term goal of the AMA is to develop a comprehensive curriculum of certified courses of media capacity building – from management to technology and content production for multi-platform. Through the Academy, the ABU will also partner with international universities to provide broadcasters the opportunity for higher level studies at recognized centres of higher learning.

In this issue we bring you industry insight, interviews, CEO news and views and the latest happenings amongst our members from across the globe.

Happy reading!

UPCOMING EVENTS 2021

- Central Asia Media Forum: 1 – 2 April 2021, Tashkent, Uzbekistan
- ABU Digital 2021 : 26 – 27 May 2021, (Kuala Lumpur), Malaysia
- Media Summit on Climate Change Adaptation & Disaster Risk Reduction and Contest on Climate Change and DRR content: 2 – 3 June 2021, Maldives
- Global Summit on Media for Children: 6 – 8 July 2021, Jakarta, Indonesia
- The Global News Forum 12 – 14 July 2021, Sarawak, Malaysia
- Pacific Media Partnership Conference: 16 – 18 August 2021, Vanuatu
- Women With the Wave Forum: October 2021 – Hanoi Vietnam
- ABU GA 2021: October 2021 Hanoi - Vietnam
- RadioAsia Conference and Media 2020: Dates TBC, Bali, Indonesia

In case of further date confirmations, changes or updates, ABU Secretariat shall inform accordingly

A stylized world map in shades of blue, with the Asia-Pacific region highlighted in a darker blue. The map is composed of white outlines of continents on a blue background.

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SCHEDULE OF VIRTUAL MEETINGS

MONDAY 16 NOVEMBER	13:00-15:00 (KL/SIN time) 05:00-07:00 (GMT) Sports Group Media Content Committee Sports Finance Committee Meeting PLATFORM: Zoom Meeting (ZM)
TUESDAY 17 NOVEMBER	14:00-16:00 (KL/SIN time) 06:00-08:00 (GMT) Women With the Wave Forum PLATFORM: GoToWebinar (GTW)
WEDNESDAY 18 NOVEMBER	TIME: 14:00-16:00 (KL/SIN time) 06:00-08:00 (GMT) Quality Management Workshop PLATFORM: GoToWebinar (GTW)
THURSDAY 19 NOVEMBER	TIME: 13:00-15:30 (KL/SIN time) 05:00-07:30 (GMT) Sports Group Meeting PLATFORM: GoToWebinar (GTW)
MONDAY 23 NOVEMBER	TIME: 14:00-16:00 (KL/SIN time) 06:00-08:00 (GMT) Technical Bureau Meeting (TB members only) PLATFORM: Microsoft Teams (MTM)
TUES-WED 24-25 NOVEMBER	TIME: 14:00-16:00 (KL/SIN time) 06:00-08:00 (GMT) Technical Committee Meeting PLATFORM: GoToWebinar (GTW)
THURSDAY 26 NOVEMBER	TIME: 14:00-16:00 (KL/SIN time) 06:00-08:00 (GMT) PLANNING AND STRATEGY GROUP MEETING (PSG members only) PLATFORM: Microsoft Teams Meeting (MTM)

MONDAY 30 NOVEMBER	TIME: 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) Programme Bureau Meeting (PSG members only) PLATFORM: Microsoft Teams Meeting (MTM)
TUESDAY 1 DECEMBER	TIME: 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) Radio Working Party Meeting PLATFORM: GotoWebinar (GTW)
WEDNESDAY 2 DECEMBER	TIME: 15:00–16:30 (KL/SIN time) 07:00-08:30 (GMT) ABU PRESIDENCY MEETING PLATFORM: Microsoft Teams Meeting (MTM)
THURSDAY 3 DECEMBER	TIME: 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) Programme Committee Meeting PLATFORM: GotoWebinar (GTW)
FRIDAY 4 DECEMBER	TIME: 14:00-16:00 (KL/SIN time) 06:00-08:00 (GMT) ABU Media Academy Task Group Meeting PLATFORM: Zoom Meeting (ZM)
MON-TUES 7-8 DECEMBER	TIME: 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) ADMINISTRATIVE COUNCIL MEETING (Council members only) PLATFORM: Microsoft Teams Meeting (MTM)
THURSDAY 10 DECEMBER	TIME: 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) ABU PRIZES AWARDS PRESENTATION PLATFORM: YouTube Live/Facebook Live/ GotoWebinar

MONDAY 14 DECEMBER	TIME:14.00-15:00 (KL/SIN time) 06:00-07:00 (GMT) ABU TV SONG FESTIVAL PLATFORM: YouTube Live/Facebook Live/ GoToWebinar
TUESDAY 15 DECEMBER	TIME: 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) GENERAL ASSEMBLY Official Opening & Plenary Sessions PLATFORM: GoToWebinar (GTW)
WEDNESDAY 16 DECEMBER	TIME: 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) GENERAL ASSEMBLY Restricted Working Session (Full and Additional Full members only) PLATFORM: GoToWebinar (GTW)
THURSDAY 17 DECEMBER	TIME: 14:00–16:00 (KL/SIN time) 06:00-08:00 (GMT) GENERAL ASSEMBLY SUPER PANEL FORUM Not Business as Usual: Broadcasting in Extraordinary Circumstances SESSION 1: TIME: 14:00–15:00 (KL/SIN time) SESSION 2: TIME: 15:10–16:10 (KL/SIN time) PLATFORM: GoToWebinar (GTW)



109th ABU ADMIN COUNCIL MEETING

HISTORIC ABU ADMIN COUNCIL MEETING HELD ONLINE

The ABU Admin Council successfully held its mid-year meeting online in two sessions on 26 and 27 August. This was the first virtual Board meeting ever, in the 56th year history of the Union.

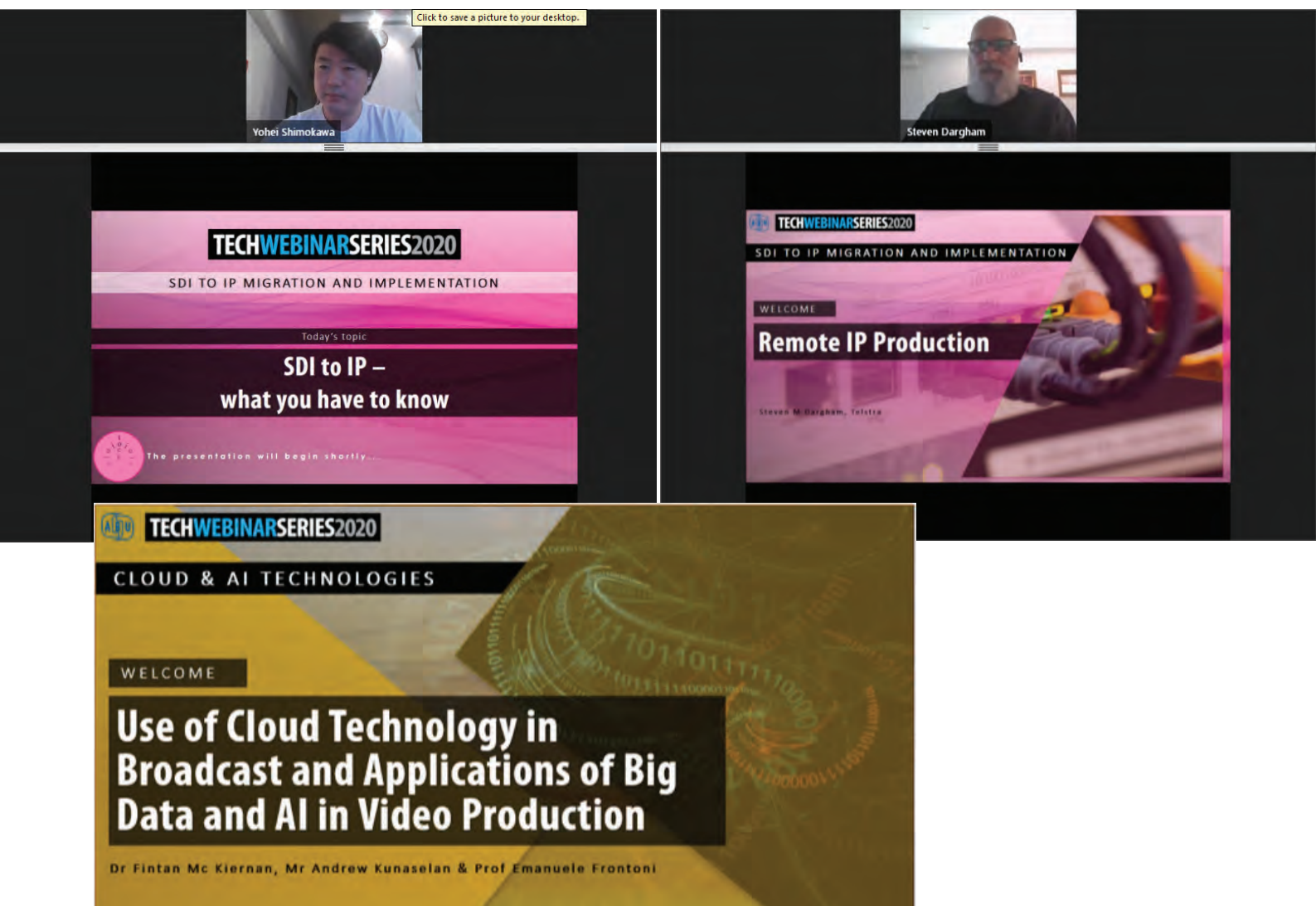
Although the travel restrictions kept the Councillors thousands of miles away from each other, the 109th Admin Council meeting engaged in lively discussion and chartered the ABU strategy for the post-COVID 19 era; said Mr Ibrahim Eren, the ABU Acting President and TRT Chairman and Director General.

With most of the activities of the Union moving online, a big part in the new normal mode would be played by the recently launched content exchange platform Asia-Pacific View and the ABU Media Academy.

Securing the financial sustainability of the Union and measures to ease the financial burden of members to members were also on the Agenda. The Admin Council recognised the great efforts undertaken by the Union to serve members during the crisis by providing them with high quality copyright free content and organising massive online capacity – building programme.

The online 109th Admin council meeting was a dress rehearsal for the 2020 ABU General Assembly and Associated Meetings. The numerous governance meetings, ABU Prizes, TV Song Festival, Sports, Technical and programme Committee Meetings as well as other forums will be held online over the months of November and December.

In his closing remarks, Mr Ibrahim Eren said; the COVID-19 pandemic is continuing its spread across the world. The effects of the virus demonstrate that the ongoing outbreak is more than a health crisis. This pandemic affected almost all sectors in the world. The best way to combat common problems and challenges is to work together. The ABU Acting President added that during these difficult times media organizations and especially public broadcasters as trusted sources bear a great responsibility. Therefore, more than ever it is time for us to strengthen our cooperation through the implementation of joint initiatives and actions under the ABU's umbrella.



ABU TECHNOLOGY WEBINAR SERIES 2020 07 – 29 Sept 2020

The annual ABU Technology Webinar Series this year was organised from 07 to 29 September. This is a series of online webinars offered free of cost to those interested in broadcast technology organised by the ABU Technology every year since 2011.

The month long series included presentations on different aspects and applications of broadcast and media

technology presented by experts from around the globe on selected topics of interest. Some of these topics are taken from symposiums, workshops and webinars organised earlier in the year allowing participants who were not able to attend these activities to also benefit from these expert presentations.

The webinar sessions were grouped

under five main themes, with a total of 32 sessions presented over the duration. The main themes covered during the series included:

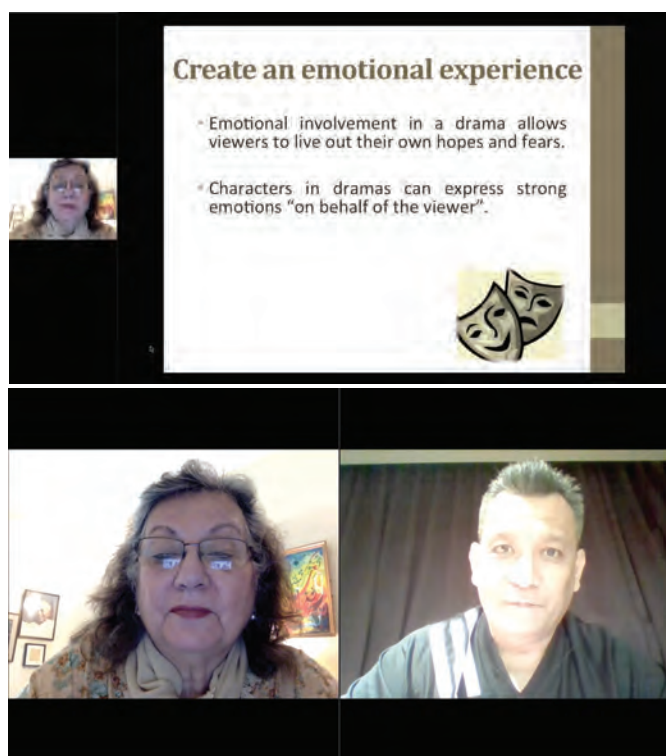
- Broadcast Engineering Basics
- Cloud & AI Technologies and Applications
- SDI to IP Migration and Implementation
- HDR Technology and Applications
- CDN/OTT/IBB Implementation

The sessions were run in an interactive format where each presentation was followed by a live question and answer session.

The sessions lasted about 60-90 mins with each topic being repeated later the same day to allow participants from multiple time zones to also join and benefit from the presentations.

The ABU Webinar series received 285 registrations from countries in the Asia-Pacific and Africa as well.

ABU Programming implements innovative Webinars for member development



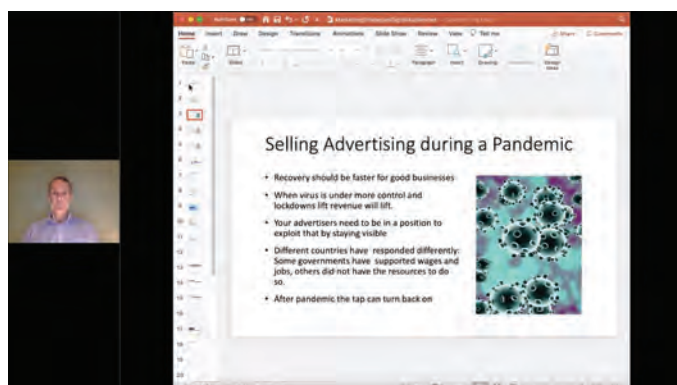
Moneeza Hashmi and Hakim Amir

How to Develop Successful Plots for TV Drama

In this webinar entitled: 'How to Develop Successful Plots for Binge-Worthy TV Drama' presented on 29 June 2020, Pakistan-based international media consultant Moneeza Hashmi shared key elements and factors of developing successful plots for drama series and shared the tips and tricks that make up the recipe for binge-worthy TV dramas. She also shared with the participants the main aims of creating successful plots for drama series. The webinar was moderated by Hakim Amir, Head of Content at Harimau Studio Malaysia. More than 30 participants from 6 organisations joined the webinar. Participating ABU members included FBC-Fiji, IRIB-Iran, TDM-Macau, MRTV-Myanmar, Padamyar FM-Myanmar, and VTV-Vietnam.

Marketing Strategies to Engage Digital Audiences

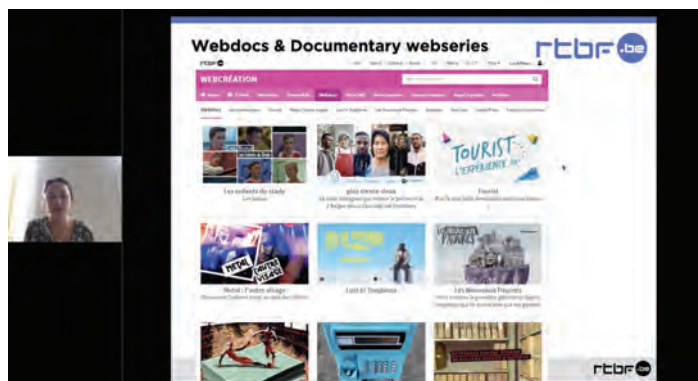
ABU Programme Department conducted a webinar on the topic of Marketing Strategies to Engage Digital Audiences on 28 July 2020. The webinar was delivered by the newly appointed Head of ABU Media Academy, Steve Ahern. The webinar explored successful strategies including how to avoid pitfalls in digital marketing. In this webinar, Steve presented simple steps for successful digital marketing and helped participants define what they want to achieve by using examples of successful strategies from media companies around the world. More than 60 participants from 17 ABU member organisations joined the webinar. Participating organisations include BB-Bangladesh, ERTU-Egypt, PB-India, RRI-Indonesia, IRIB-Iran, Khabar Agency-Kazakhstan, Radio Liban-Lebanon, TDM-Macau, MBC-Mauritius, MRTV-Myanmar, Padamyar FM-Myanmar, ACORAB-Nepal, VON-Nigeria, VTV-Pakistan, ThaiPBS-Thailand, NBT-Thailand, VOV-Vietnam and VTV-Vietnam.



Steve Ahern

How to Create Web-specific Narratives and Experiences

ABU Programme Department conducted a webinar on the topic of How to Create Web-specific Narratives and Experiences on 27 August 2020. The webinar was delivered by Lucie Rezsöhazi, the web production coordinator at RTBF-Belgium who specializes in web series and podcasts. The webinar explored how Belgium's RTBF is producing and distributing web-specific narratives and creations designed for the web, social networks and multi-media. In this webinar, participants learned about web productions



Lucie Rezsöházy

with a focus on webseries and podcasts produced by RTBF's documentary team in collaboration with young external teams and the different TV and Radio channels at RTBF. About 20 participants from 8 ABU member organisations joined the webinar. Participating organisations include BB-Bangladesh, PB-India, Metro TV-Indonesia, TDM-Macau, MRTV-Myanmar, Padamyar FM-Myanmar, RNE-Nepal, VON-Nigeria and VOV-Vietnam.

ABU-VOV Webinar Series on Holistic Wellness Embodiment: The Five Integrated Practices of Recovery for Journalists and Media Professionals

As part of the activities to mark the 75th anniversary of VOV, ABU teamed up with VOV to organise a three-part webinar series on Holistic Wellness Embodiment: The Five Integrated Practices of Recovery for Journalists and Media Professionals. The webinar series was led by Professor Wali Mutazammil, who has over 20 years of experience as a transformational consultant working in organization development, designing and leading transformation and facilitating transformational leadership and organizational coaching. This webinar series was intended for participants who want to learn about the embodiment and presence of a wellness lifestyle with lifelong lasting results.

The three-week long webinar series that ran from 18 August to 1 September, covered the five integrated practices of Hope, Personal Responsibility, Education, Self-Advocacy and Support. Five journalists from VOV and Bangladesh Betar shared their personal experiences based on the five topics covered. They were:

- Dang Mai Phuong, Deputy Head of the English Section, VOV World (VOV5)
- Phan Tung, Chief of VOV bureau in India
- Nguyen Tran Anh Thu, Reporter, The Cultural and Social Affairs (VOV2)
- Do Viet Nga, Chief of VOV bureau in Australia
- Mehedi Shahnewaz Jalil, Assistant Controller of News, Bangladesh Betar

More than 30 participants from 5 ABU member organisations joined the final session of the webinar series on 1 September 2020. Participating organisations include BB-Bangladesh, MRTV-Myanmar, Padamyar FM-Myanmar, RTR-Russia and VOV-Vietnam.



ABU Online Masterclass: KPI's for Media Managers

ABU organised an online masterclass on Key Performance Indicators for Media Managers on 7 September 2020. In this masterclass delivered by David Balme, CEO of Challenge Optimum SA, participants learned:

- ISAS Media 9001 : a quality management standard dedicated to media professionals
- Key management tools required by the standard
- KPI for media managers
- How to set the KPI dashboard
- Examples from certified public service broadcasters

The masterclass was targeted at media managers with at least 5 to 10 years of experience in a managerial position at ABU member broadcasters. About 40 participants from 13 organisations joined the masterclass. Participating ABU members included BB-Bangladesh, FBC-Fiji, AIR-India, IRIBU-Iran, Metro TV-Indonesia, Khabar Agency-Kazakhstan, TDM-Macau, MBC-Mauritius, MRTV-Myanmar, Padamyar FM-Myanmar, VON-Nigeria, VUTN-Pakistan and NBT-Thailand.



Third ABU-MBC Korea co-production focuses on health facts as a defence against deadly falsehoods



At a time when false information about coronavirus is killing people around the world, several ABU members worked together to make sure their listeners were getting the facts.

The 2020 Human Rights campaign, the third in the series of co-productions organised jointly by the ABU and Munhwa Broadcasting Corporation (MBC) of South Korea, focused on the right to health, with participating members producing clear, factual and attention-grabbing messages on staying safe during the COVID-19 global pandemic.

Led by consultant Martin Corben, who acted as executive producer on this year's campaign, nine ABU members workshopped, produced and submitted 36 items as diverse as COVID safety, symptoms, washing hands, seeing a doctor, social distancing, student and adolescent health, telemedicine, evacuation centres and avoiding exposure to radiation.

Martin praised storylines that were backed by facts and by strong opinion from experts or those directly affected. "I particularly liked the inclusion of mental health in the series, a topic that can be overlooked," he added.

Project participants were: Vanuatu Broadcasting and Television Corporation (VBTC); Myanmar Radio and Television (MRTV); Voice of Vietnam (VOV); Munhwa Broadcasting Corporation (MBC-South Korea); Mainichi Broadcasting System (MBS-Japan); Thai Public Broadcasting Service (Thai PBS), China Media Group (CRI); Romanian Radio Broadcasting Corporation (ROR) and Padamyar FM of Myanmar.





Quotes form participants at the workshop:

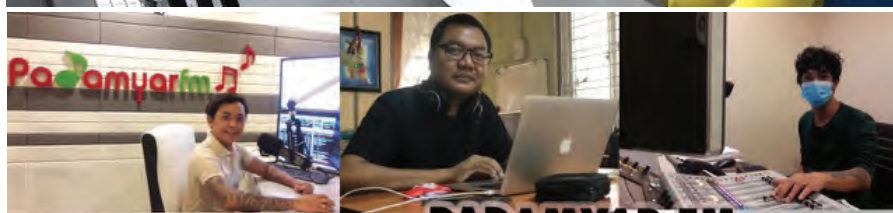
CRI

As coronavirus continues to plague many countries around the world, diseases of all kinds have never left us. Confronting those challenges, everyone, regardless of their race, religion or economic and social conditions, has the right to be treated with respect and dignity. Together with our peers in the Asia-Pacific region and beyond, we are greatly honored to promote the "Human Rights to Health" campaign to the world. For the right to health, every single person must be counted!

MBC – Korea

"Although we are all distanced due to COVID-19, this year's ABU Human Rights to Health Campaign" provided us the chance to share the same thoughts and send out messages of solidarity via radio. Many thanks to ABU!"

Lim Jae-Yoon, Producer MBC



PADAMYAR FM TEAM



MBS – Japan

In this difficult time of corona virus pandemic, we are very grateful for this opportunity to think about the health and human rights with our friends in the Asia Pacific region. It may seem as if Japan has been successful in suppressing the corona virus to certain extent, but there still remain many problems such as the low number of PCR tests and lack of medical staff and equipment. We believe that this campaign, hand-in-hand with many countries around the globe, will be a one big step toward overcoming this crisis.

Radio Vanuatu

Our quote is "Keep Vanuatu and our World Covid Free"



Thai PBS Podcast: View the World Via the Voice

Thai Public Broadcasting Service (Thai PBS) is Thailand's first public broadcasting service. It is established by the Thai Public Broadcasting Service Act, BE 2551 (2008), which came into force on January 15, 2008. Thai PBS is committed to active and informed citizens of the society with its diverse educational and entertainment programs while strictly abiding by the code of ethics that ensures fair, balanced and impartial news coverage.



ABU Children's Drama Co-production online meeting

The ABU Children's Drama online meeting was held from September 8th to 10th. The meeting was our first ever online meeting, after having originally been scheduled for April, it was postponed to July and then a further postponement happened due to COVID-19.

I have always asserted that this meeting should be held on face-to-face basis. The reason being I regard the process of jointly creating programs together, through intimate communication among participants, as the utmost importance in this project. And as evidenced by the experience of many participants, talking about each other's cultures and respective circumstances surrounding each broadcaster and exchanging numerous information outside of the actual meeting environment has expanded the scope of ideas of producers and directors.

However, given our time limit to complete programs by April of next year, it would have been difficult to postpone it any further, so the decision was made to go ahead and hold the meeting online. Although what had most concerned me was the decline in the number of participants, fortunately 12 broadcasting organizations from around Asia came forward to take part. The number of participating organizations remained the same from last year and it included a first time participant FBC-Fiji.

Given that it was an online meeting this time, we decided to cancel screening that we have been conducting for episodes from the previous series. In addition, we also asked each broadcaster to submit single story idea to allow for more substantial discussions within the limited time frame. Moreover, a special time was set aside to exchange information regarding guidelines for filming drama

under COVID-19 and to solicit variety of insights from broadcasters. This session turned out to be extremely beneficial and opinions were actively exchanged well beyond the designated time.

Although it was a pity that the meeting did not always progress in a satisfactory manner, mainly due to problems with communication environment and not being able to secure enough time for communication among the participants, many voiced the need to further appreciate this kind of co-production precisely because we are currently unable to freely travel abroad and we were able to share strong commitment to continue this project. As for myself, I hope to be able to respond to participants' enthusiasm by dedicating myself to the project even more than in previous years.

Depending on the circumstances of COVID-19, more than a few difficulties are expected at the filming sites in the future. And yet, I hope to explore the best way to continue this project by maintaining flexible attitude and working even more closely with the participants.

Last but by no means least, I would like to express my sincere gratitude to everyone at the ABU Secretariat for skillfully adapting to repeated schedule changes and the team at Thai PBS for their numerous coordination efforts as the host.

*Contributed by Yoichiro Takahashi,
Executive Producer of 17th series*

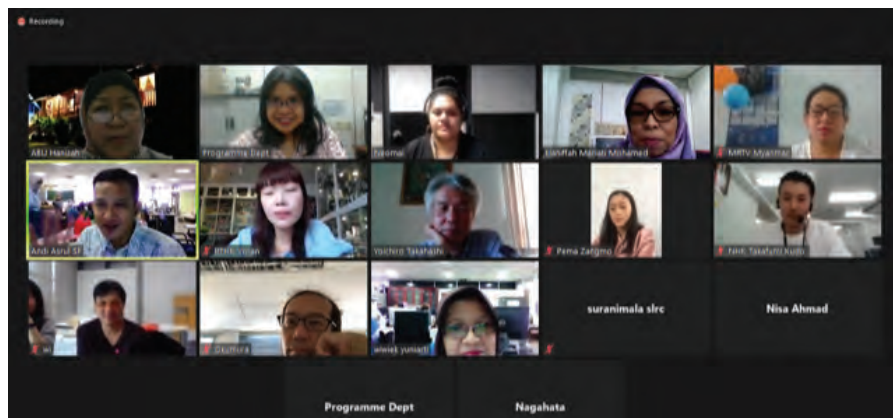
Impressions of the First Online Meeting

I would like to share with you my impression having experienced the first Online Interpreting for the ABU Children's Drama Meeting. It has been many years since I was first given the

opportunity to interpret for the ABU Children's Drama Series Meeting. Year after year I have been invited to interpret and through the experiences have learnt so much about the customs and cultures of the participating countries, the sensitivities and taboos. It has been a truly enriching experience personally. My job has always been to try to see things from the standpoint of the participants and Executive Producer and not only translate what one intended to express to the others but to also read in between the lines and interpret the message accordingly. The knowledge gained about Drama Production (although mostly theoretical) from working with the various Executive Producers from NHK has helped me immensely.

For the very first time the recent meeting was held online after several postponements due to the Covid 19 pandemic. It was difficult to decline such a challenging opportunity when I was approached by you for the interpreting assignment. Interpreting face-to-face was difficult enough due to the varying levels of English Language competencies of the various participating countries not to mention getting a grasp of cross-cultural sensitivities etc. The current Executive Producer (EP) has made my work a lot easier because he is someone who has travelled extensively and has a wealth of knowledge and experiences from his interactions with people from across the globe. I have learnt to appreciate other cultures and differences even more. The level of respect, compassion and emotional intelligence he exhibits when dealing with each participant is truly something I truly admire and try to emulate. The way he approaches group cooperation is first and foremost done by building rapport with the participants. This is accomplished through the show of respect for one another. Patience and tolerance are next, This is the EP's approach.

For any interpreting assignment, the interpreter needs to get into the heart and head of the speaker. The interpreter has to be the speaker. It is indeed challenging when the interpreter does not have enough knowledge about the speaker's country, language and culture. An interpreter's role cannot be taken for granted. In a face-to-face meeting, building rapport is so much easier.



Top row from left : Hanizah Hamzah (ABU Head of TV), Nisa Ahmad (ABU Programme Department), Neomai Vatubua (FBC-Fiji), Haniffah Mariati (Interpreter) and Thin Yu Kyaw (MRTV-Myanmar).
Middle row from left: Andi Asrul Sani Fauzan (TVRI-Indonesia), Vivian Kwok (RTHK-Hong Kong), Yoichiro Takahashi (Executive Producer), Pema Zangmo (BBS-Bhutan), and Takafumi Kudou (NHK-Japan).
Bottom row from left: Wilaiporn Chongkolwattana (ThaiPBS-Thailand), Koichi Okumura (ABU Director of Programme Department) and Wiwiek Yuniarti (TVRI-Indonesia).

Before the sessions begin, there is the opportunity to involve in small talk with the participants over coffee and snacks. During the breaks, participants took the opportunity to approach EP personally to ask him questions they would not ask or could not ask during the course of the discussion either due to time constraints or the inability to express themselves in English quickly enough given the time limitations for each country. There were no such opportunities in the recent online meeting. After simple introductions by each participant, we proceeded straight to the script sharing. In other words, we hit the ground running right from the word go! There was no time for worrying or getting nervous! Just do it!

Amazingly, we got off to a good start! I think partly this was due to the good rapport amongst most of the participants which had been established in the past meetings and the fact that the EP himself was really “cool” and so was the ABU support Team in Kuala Lumpur. There were a few new faces. Fiji is participating for the very time. I believe the previous participants must have shared their wonderful experiences and that probably helped to put the new faces at ease. What was good about the recent online meeting was that everyone quickly got into the rhythm and pace of the meeting and most did not hold back their views and opinions. There was a good exchange of views and opinions and generally no one got defensive from the honest feedback given, EP reminded everyone about the key points in a Drama Production. Overall, the atmosphere was very warm and cordial.

Some technical issues beyond our control delayed the progress and

smooth flow of the meeting. Although scripts were emailed to everyone beforehand, not everyone had actually gone through scripts from other countries. It would have saved time if everyone had done so prior to the meeting. This Online Meeting did not pose as many cultural or language issues as in previous meetings. In conclusion, although the meeting went on quite well and we managed to achieve a certain level of success, it would have been much better if the meeting had been held face-to-face.

Contributed by Interpreter – Haniffah Mariati

An ABU staff insight

After almost 5 years of working in ABU, it is time for me to bid goodbye. It is too bad that I can only see my overseas colleagues of the 17th Series of the Children’s Drama Co-production via online meeting rather than the usual face-to-face meeting. However, I am relieved to say that the quality of discussion did not suffer greatly despite the change.

This co-production holds a special place in my heart. The first meeting that I handled when I joined ABU was the co-production’s 12th Series meeting back in April 2016. As such, Mr Yoichiro Takahashi (the Executive Producer), Mrs Haniffah Mariati (the interpreter) and several producers who always participate in this initiative (namely those from the THAIPBS-Thailand, RTM-Malaysia and TVRI-Indonesia) were among the first friends that I made ever since I started my journey in ABU.

Perhaps the children’s drama genre is not as popular as documentary, but this co-production embodies most, if not

everything, what ABU can offer to its members in terms of capacity building at production level on international scale. For instance, there is a passionate Executive Producer who patiently guides each participating producers in producing their respective children’s dramas, which has its challenges. In addition to this, this is not only a co-production and an exchange opportunity amongst the participating ABU members but also with the European Broadcasting Union (EBU) who has a similar scheme. As such, the producers are expected to complete their dramas within a certain timeframe and according to the technical standard set by these two organisations. Bear in mind they have to do these in addition to their usual duties back in their own organisations

Not only they receive pointers from producers from other countries, but they also have the chance to get their drama viewed by at least 10 other countries. Surely, any producers would want that. However, despite all of these benefits, and the fact that anyone that participate in ABU activities would get acquaintances from various countries, not many would take this opportunity.

ABU is here to help its members realising their full potential and explore other opportunities that would be difficult for them to obtain on their own. However, it is imperative for the members, both the leadership and employees of these members, to realise that they also need to want to fully harness the benefits that ABU offers.

I also observe that financial constraints tend to be a constant factor for smaller organisations, and also the inability to speak English fluently, is a small hindrance that would not necessarily affect the work quality, if ones take creative approach and willing to put in the effort. Perhaps it is my youthful enthusiasm and naivety, but I have seen those with much fewer resources produce among the best stories out there, which is something that Asian broadcasters really need to aspire since the world is saturated with many things that are aligned to Western viewpoint. And collaboration with ABU is one of the best places to do so.

Contributed by Nisa Ahmad, Programme Department, ABU.

Broadcasting rights: Challenges and the remedies available to prevent online IP theft and unauthorised use of sports broadcast

Suranga Jayalath
Group Legal Director, The Capital Maharaja Group, Sri Lanka
Chairperson - Intellectual Property and Legal Committee, ABU



ABU-AUB Legal and IP Webinar on Broadcasting Rights



Mr Suranga Jayalath, ABU IPLC Chairperson and Legal and Group Director from The Capital Maharaja Organization Limited, Sri Lanka.

Legal and IP Webinar on Broadcasting Rights". The webinar was held on 7th August 2020 and were attended by 18 participants that represent the AUB's and ABU's members. The said webinar envisioned to provide and share legal and intellectual property's knowledges on the copyright issues related to sport broadcasting. With the advent of digital platforms and technologies, the need of broadcasters to combat sport piracy is crucial as it has become one of the main threats to the broadcasting organisations worldwide. Therefore, Mr Suranga Jayalath, ABU IPLC Chairperson / Legal and Group Director, The Capital Maharaja Organization Limited, Sri Lanka as the speaker of the webinar has shared his insight on the "Broadcasting Rights: Challenges and The Remedies That Are Available to Prevent Online IP Theft and Violation of Sports Piracy".

The webinar has been successfully held as there were active participations from the attendees where they also share with the speaker on the issues and challenges that were faced by them as broadcasters. Furthermore, the participants also actively asked questions and seeks opinions from the speaker during the Question and Answer (Q&A)' session and the speaker also managed to address all the questions raised. The ABU Legal Division and IPLC are planning to continue conducting another webinar in September where the topic will be determined later.

Pursuant to the effort in strengthening a collaboration between Asia-Pacific Broadcasting Union (ABU) and African Union of Broadcasting (AUB), ABU Legal Division together with the ABU Intellectual Property and Legal Committee (IPLC) have conducted a webinar titled "ABU- AUB

WIPO Conference on the Global Digital Content Market

Geneva, September 16-18, 2020

ABU Legal Division Participates in Virtual WIPO Conference on the Global Digital Content Market

On September 16 to September 18, ABU Legal Division took part in the Virtual WIPO Conference on the Global Digital Content Market (CDGM) that has been organised by the World Intellectual Property Organization (WIPO) to explore the latest developments in the creative industries sector brought about by digital technologies at worldwide level.

Specifically, the 3 day conference deliberated on the emerging new business models, unfolding local and global markets and the crucial role of IT tools from the creation of content to the management of rights. The first day of the conference started with the opening ceremony by Mr. Francis Gurry, Director General, WIPO before began the First Session titled "Music Summit: Cutting-Edge Content Offers in a Fast- Changing Landscape". The session investigated the impacts of new business models and new market players on a diversifying ecosystem, including the ever more prominent role of technology from content creation to distribution.

Next, there was a conversation on the "Changing Content Landscape for Film" by three panellists from Brazil, Budapest and India. The second day of the conference discussed "Authors and Artists in an Evolving Value Chain" where the panellists reflected on how can the globalization of markets and audiences translate into financial rewards for authors and artists.

There was also an exclusive conversation on the topic of "The Global Online Art Market" where the panellists shared



The moderator and the panellists are discussing on the "Changing Content Landscape for Film" during the first day of the conference

their opinions on the rapid rise of art e-commerce and online auction markets which has enable artists to engage in cross-border trade.

The last day of the conference focussed on the "Rights Management and Infrastructure Solutions: Driving the Future of GDCM" and "How AI is Transforming Creative Industries". This fruitful conference was attended by the delegates of WIPO member states and various non-profit organisations from all over the world. The Legal Division is looking forward to join more conferences in the future where all the valuable knowledges gain from the said conferences can be shared with ABU members.

For Asiavision, working-from-home has an upside

"People wake up in the morning; there are many masks in their rooms, and today they decide which mask to wear! Man has only one face, but a thousand masks!"

~ Mehmet Murat ildan – Turkish playwright and novelist



It's October and in Kuala Lumpur, the ABU's News Department has been working-from-home for seven months or so – an extraordinary turn of events, beyond imagination at the beginning of 2020.

But despite the challenges, there are some quite positive aspects ...

Hock Guan Tan:

I find this arrangement suits me very well. The best part is I do not have to "waste" a couple of hours each day commuting to and from the office. I have grown fond of this WFH and I am going to miss it a lot when the time comes for us to get back into the office.

Premalatha Jayaraman:

Work-from-home has become a new norm for all of us. At the beginning of lockdown in March, I found it very difficult as I couldn't adjust myself to this new way of working. But now, I realise that it saves my time commuting to the office, giving me flexibility and more time with my family. With all the latest digital platforms, I have managed to overcome all the difficulties I faced at the beginning of the lockdown.

Nhishaeni Parmanadan:

WFH due to the Covid pandemic definitely has carved a new dimension of coping responsibility at work virtually from home...and I'm glad that, AVN's daily operations are going as usual without any disruption and still productively serving the Members. I thank ABU for putting safety at priority while serving its Members without fail. This is definitely an example to be set on how to cope especially while we're in crisis. WFH in AVN, the new norm being safe, healthy and productive.

Shabana Jan:

WFH for me is more Productive and Focused. I believe that we meet people more virtually than we used to in-person during conferences.

Covid-19 has taught us the new way of work-life, let's embrace the new change and make it our great change. And here's a quote from one of my favourite writers and thinkers:

"The coronavirus caused countless damages to the world, but it also created some benefits: The world is now a more mysterious, more enigmatic place with all those masked people! As if the faces disappeared, only eyes remained! As if the tongues have disappeared, only the eyes speak telepathically! We, the people of the Earth, became an Alien on Earth!"

~ Mehmet Murat ildan

Wendy Everett:

The newsrooms of ABU broadcasters have been under immense pressure throughout this pandemic. At Asiavision, we have been doing everything we can to support our Members in many different ways. One of the upsides, is the way much greater use of video-conferencing and text messaging has opened up communication between us all. We see each other across the time zones on Zoom and we exchange information quickly on Whatsapp, Skype or Messenger – much more in 2020 than before. It means better service all round. Something to be thankful for as the coronavirus changes paradigms and challenges even the most resilient.

WELCOME TO
Asia-Pacific
NewsGroup2019

CALL FOR ENTRIES

ASIAVISION ANNUAL AWARDS 2020



- **OUTSTANDING COVERAGE OF BREAKING NEWS**
- **OUTSTANDING COVERAGE OF A NEWS EVENT**
- **OUTSTANDING VISUALS FOR A NEWS STORY**
- **OUTSTANDING REPORTING FOR A NEWS STORY**
- **OUTSTANDING REPORTING ON CLIMATE CHANGE AND ADAPTATION**

Asiavision is pleased to announce the call for entries for the [Asiavision Annual Awards 2020](#)

All active members of the Asiavision News Exchange are eligible to submit nominations.

Items exchanged from 01 June 2019 to 31 May 2020 are eligible for this year's awards.

The nomination period for the annual awards is from 26 October 2020 to 09 November 2020. Each broadcaster is allowed to nominate a maximum of 3 news items, (or coverage of 3 events) of their own and an additional 3 news items (or coverage of 3 events) of other members.

Nomination procedures, relevant forms along with details will be forwarded to all eligible members on 16 October 2020.

PHOTO: Winners of the Asiavision Annual Awards 2019; CCTV China for Best News Story, TRT Turkey for Best Visuals, SLRC Sri Lanka and VTV Vietnam for Best Breaking News



Left to right: Amartuvshin Tserennyam, TV5 news cameraman; Munkhchimeg Khurelbaatar, tv program photographer; Yesuikhulan Bayasgalan, international news journalist; Bazargur Radnaashir, news cameraman

Asiavision's Virtual Workshops turn into Targeted Training

With the coronavirus pandemic continuing to keep borders closed and training online, Asiavision's series of Virtual Workshops are also available as Targeted Training.

Originally, Script Writing (five modules) and Versatile Videos (four modules) were offered to Members in an Anytime Training model where journalists, producers and editors watched a video on YouTube when they could, completed an assignment within a week and received personal feedback from the trainer by email.

It was the lowest-tech model possible and it fitted well when so many staff were working-from-home, internet systems across Asia were slowing to a crawl, newsrooms were under intense stress and webinars or appointment workshops were not possible.

Now, though, more people are back in newsrooms and ABU

broadcasters are keen for in-office training. The Script Writing and Versatile Video series also work well in a classroom setting. Staff gather to watch the video (in English) and discuss it in their local language. They find this helpful to dissect the ideas and reinforce the concepts. Their editor or senior staff member ensures they do the assignments and gets to see their progress.

Already, Asiavision Members in Afghanistan and Mongolia have taken advantage of the free training which is available to Asiavision and ABU Members. MTV/MBC, Sri Lanka, has lined up the Script Writing series for their new recruits to set them on a positive path, knowing how to 'find the focus' and 'write to images' from the start of their media careers.

Prime mover behind the Creative Videos from Home training for TV5, Mongolia, is Jolly - Dorjgotov Ganbold - head of the International Relations Department. Producers and staff behind the camera have been learning Mojo (mobile



Clockwise from top left: Bazargur Radnaashir, TV5 news cameraman; Dolgorsuren, presenter; Uyanga, presenter; Yesuikhulan Bayasgalan, presenter

journalism) skills including how to use a green screen to put a professional background behind a PTC (Piece-to-Camera), how to add overlay to illustrate a PTC and how to use online tools to verify content.

In Kabul, Afghanistan, RTA's Digital Media Editor, Mustajab Malikzada, was keen to ensure his staff polished their Script Writing skills. A total of 13 digital journalists are learning about 'finding the story' and 'crisis reporting' as they work their way through the five-module course.

Watching the video in English and then talking about the points in a group, using their local languages, is proving useful to reinforce the concepts: "We have good discussions after watching the videos and we go through each stage step by step. We have some interesting debates around some of the points mentioned," Mr Malikzada said.

If you would like to know more about any of Asiavision's Let's Get Digital initiative, please get in touch with Director News, Wendy Everett (wendy@asiavision.org) or Project Officer, Shabana Jan (shabana@asiavision.org).

"First of all, I want to say thanks to Asiavision for initiating this training course. It is such a good opportunity for our television directors and cameraman to get better. Our staff who are taking a part on this training course say that not every person can get this chance.

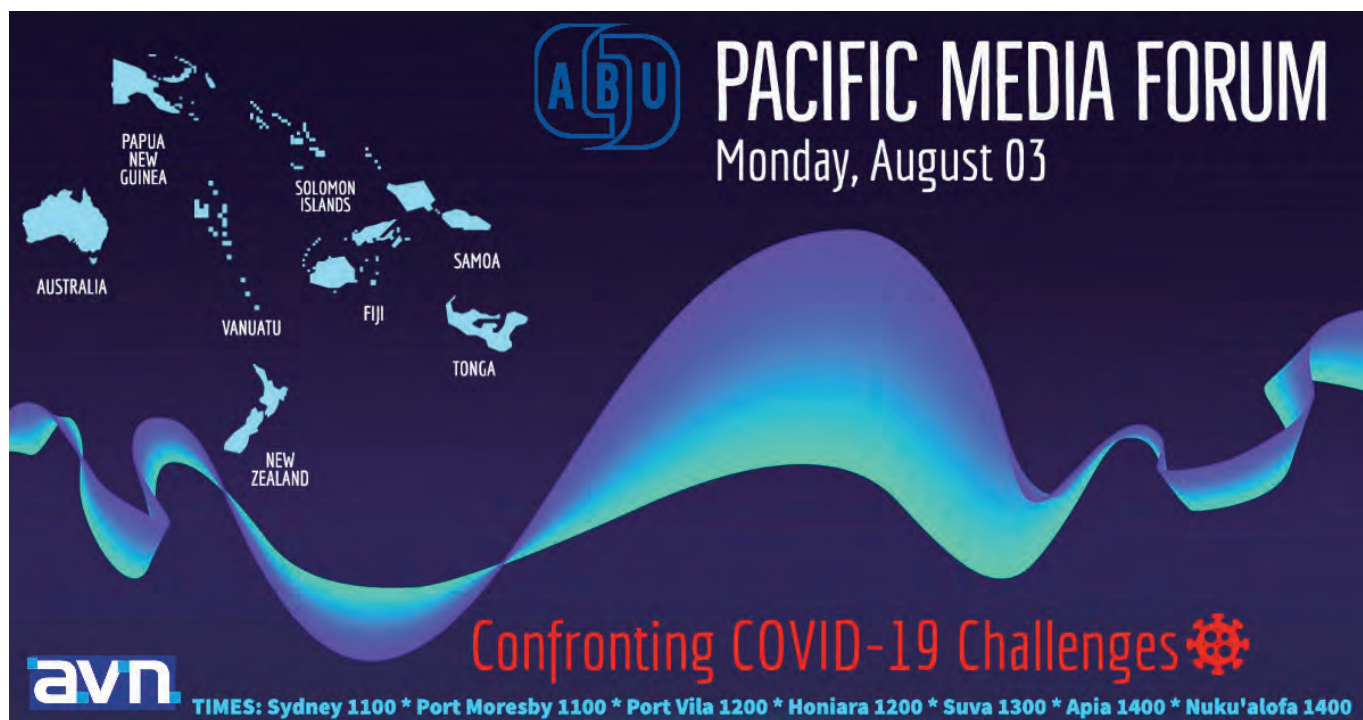
So, they want to learn what those journalists and teachers are teaching, and they want to have a good connection with the Asiavision team. Special thanks to Shabana Jan and Hashim Ahmad Hakeem.

Thanks also to all the Asiavision Members who are working there for us. I hope there's more chances to take part in lots of activities with the Asiavision team. At TV5, we love to make good content and TV programs for the world. with Asiavision."

Ann Yesuikhulan Bayasgalan – TV5 Mongolia international news journalist



Top: Asiavision's Script Writing video gets RTA journalists in Kabul talking.
Bottom: Emran Kakar and Mohibullah Zarin



Pacific Media Forum Confronting COVID-19 Challenges – “Out of desperation comes innovation”

There might be relatively few coronavirus cases in the Pacific but the impact of closed borders has been devastating for island countries who depend on tourism for much of their income.

The CEO of the Fijian Broadcasting Corporation, Riyaz Sayed-Khaiyum, said business was terrible for the first months of the pandemic, with revenue down 80 per cent.

But by the time he was part of the Leaders Panel on the ABU's Pacific Media Forum, Confronting COVID-19 challenges in early August, there had been a slight improvement – some part-time employees had gone, all staff had taken a 10 percent pay cut and others were taking on extra jobs.

Mr Sayed-Khaiyum joined the Vanuatu Broadcasting and Television Corporation's CEO, Francis Herman, and Moderator David Hua, Head of International, ABC, Australia to talk about their insights and initiatives with people from around the Pacific and Asia.

“There are no magic bullets that will come out of this session by way of transformative business models and the like, but being able to have space to speak to people who are having shared experiences can be extraordinarily useful,” Mr Hua said.

Although Vanuatu is COVID-free, Mr Herman described a country reeling from the effects of three separate disasters – COVID-19, Category Five

Cyclone Harold and three active volcanoes.

He said that with no extra government funds to cover the crisis, the national broadcaster was funding its coverage from savings and from sponsorship from NGOs and development partners.

“Nothing is normal now in terms of programming for television - out of desperation comes innovation. We are doing things we never thought we would do,” Mr Sayed-Khaiyum told the Webinar.

“Every day we sit down and think outside the box – what can we do differently to attract advertising dollars because at the end of the day, that is the most important thing for us.



Top to bottom:
Moderator David Hua, Head of International Strategy, ABC, Australia; Francis Herman, CEO Vanuatu Broadcasting and Television Corporation; Riyaz Saiyad-Khaiyum, CEO Fijian Broadcasting Corporation

"As a small broadcaster, ironically, it's a bit exciting as well because we're doing things that we have never done before."

Mr Sayed-Khaiyum said FBC was already known for doing things out of the box but because of the pandemic, his team was becoming even more innovative: "What we would consider the norms of television broadcasting, we're throwing little bits of it out of the window every day as we go along."

FBC's nightly COVID-19 program was now concentrating on inspirational stories and the broadcaster was now producing comedy shows, something it might not have done without a push from the pandemic: "There are so many lessons we can take. I know definitely that when this over, we will not do things that we used to do, at least not in the same way – we will do things differently," Mr Sayed-Khaiyum said.

In Vanuatu, an early focus for VBTC was public health awareness campaigns to highlight the changes to culture that the pandemic required: "In Port Vila we have over 300 kava bars and there is a tendency for people to shake hands, to drink kava and spit so that transmits if there was an outbreak," Mr Herman said.

But the triple disasters that Vanuatu faced caused its national broadcaster to reconsider the tone of its programs: "For us, it's not just the washing hands and the social distancing, it was how we keep people's sanity, ours included," Mr Herman said.

"Being human beings and the national broadcaster, we had to really look

inwards to see how we could balance – things like comedy came up more, they started to move up the tempo of the songs and we searched high and low for content that could entertain people to take people's minds off the morbid awareness programs that were being run 24/7 across the media here.

"We introduced cooking shows, we talked about Independence and the movement 40 years ago; we looked at the resilience of ni-Vanuatu, the good news stories which too often we in the media forget."

The ABU's Director News, Wendy Everett said: "We are so grateful to the Leaders Panel and all the attendees for being part of the Pacific Media Forum COVID-19 edition - we hope it was a beacon filled with inspiration and information in these very bleak times.

"As well as talking about the issues that Pacific broadcasters are facing right now, we wanted this Forum to be a catalyst for continuing support and action."

As the Webinar ended, the BBC World Service offered 10 episodes of a children's current affairs program, free-of-charge.

Here is a link to the full video on the ABU's website:
<https://www.abu.org.my/2019/02/02/avn-events/>

If streaming is easier, here is the YouTube link: <https://www.youtube.com/watch?v=93KwqegGfGM&feature=youtu.be>

ABU Sports Conducts Innovative In-Country workshop on Media Operational Planning



Participants from local broadcasters (TM Malaysia, RTM Malaysia, Astro Malaysia)

has broad experience in an international sports event planning such as Asian Games and Olympics Games.

As the new norm of working in the CoVid-19 Pandemic, the trend to live stream events and making them a virtual event has picked up and thus, ABU Sports received a strong support from its partner, SpaceLabs Technology came in to power the event. ABU Sports members in other country also participated this workshop via online.

SpaceLabs Technology introduced an end-to-end IP-based broadcasting running on NDI (Network Device Interface) protocol to carry the presentation slides of the speaker and the camera images in low-latency to the vision switcher.

As is the requirement now to work in a minimal-technical crew to ensure social distancing and other preventive measures, SpaceLabs Technology also deployed hardware and systems that made the cameras unmanned. The use of PTZ cameras controlled by the Remote Management of Camera units (RMC) and the CCUs (Camera Control Units) enable us to operate with just 2 personnels. The cameras and presentation slides were wirelessly transmitted to also cut-down on setup and teardown time and streamed to the Content Delivery Networks as well as the Facebook of ABU Sports.

The training was well received by the participants who seemed content with the outcomes. They were able to gain knowledge and new skills from the expert's experiences. The trainer was able to deliver the course keeping in mind the local sensibilities, integrated well with the participants thereby making this session effective. The session was rated highly by the participants.

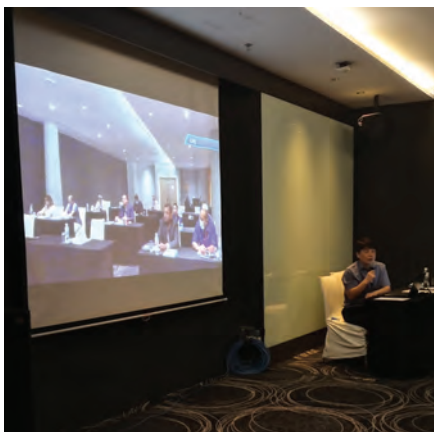


One of the Spacelab staff monitoring the camera recording and positioning during the session

ABU Sports organised an In-Country workshop on Media Operational Planning in Kuala Lumpur, Malaysia on 28 August 2020. The workshop was designed for Malaysian broadcasters who are working in the sports production and international sports events planning. The workshop was opened by a welcome speech from the ABU Sports Director, Mr Yanjiang Cai.

The aim of this training was to enable the participants to learn on the broadcasting and IBC planning from scratch, which requires early planning, involving many stakeholders to plan a successful event.

The workshop saw 12 people participate from Radio Television Malaysia (RTM), Telekom Malaysia (TM), and Astro Arena. The workshop was conducted by Mr Jeff Kim, an expert from ABU Sports which



Mr Jeff Kim, ABU Sports Rights Manager is delivering the course at Pullman Hotel, Kuala Lumpur

In Focus: Radio Republik Indonesia – President-Director M Rohanudin



How does RRI play the role of informing the public both online and off on Covid 19?

Since Covid 19 became a global issue, RRI took a strategic step to provide understanding to the public about Covid19 and RRI has had 2 important strategies. RRI has 105 stations in regions throughout the Indonesian Territory, each of which has Program 1, Program 2 and Program 4. In addition, RRI has Program 3 which is a program broadcast nationally with different frequencies. Then all existing regional programs are requested to relay Pro3 broadcasts. There is one program that is intended to provide special broadcast services for matters relating to Covid19. This is considered important because the Indonesian people must maintain their health as quickly as possible, wear masks, keep their distance, wash their hands and so on. All the protocols were distributed by Radio Republik Indonesia.

During the new normal period, RRI's task is to provide space for teachers throughout Indonesia to teach and interact with elementary, junior and senior high school students. So students and teachers interact. This was greatly appreciated by the government because RRI paid attention to programs that paid attention to education. This is the implementation of RRI as a Public Radio that dedicates itself to the Country.

With more than 260 million people in Indonesia, it is the fourth largest country in the world and geographically broad and complex.

What challenges were felt as a result of the covid19 pandemic?

The biggest challenge is how to make RRI broadcasts which provide intelligence to the community and the public. RRI involves all the elements that accelerate and improve the knowledge of the community about Covid 19, so that it has a huge impact on public awareness to individually protect themselves and maintain their health. All elements are involved: the world of education, public figures to speak on the RRI, politicians, ministers and policy makers to give direct directions to the public. Every time RRI broadcasts live, the Jakarta-based co-operative task force always announces important matters about the virus and its prevention.

Is there something new, innovative in nature to protect employees while still serving listeners?

Regional RRI activities are very few as of now and employees are working from home. This is the present RRI strategy and RRI Broadcasts still concentrate on Covid19 information-sharing purposes. The most important thing is to take care of those who are broadcasting. Listeners are still being provided with services and remain subject to the Covid protocol.

The Republic of Indonesia was established based on 5 precepts in Pancasila. To what extent is this a guide for RRI in providing services to the current RRI community? And is this a challenge for RRI?

RRI has a great responsibility so that people respect each other. That is the

basis of the Indonesian unity. Because Indonesia consists of various ethnic groups, there is a lot of diversity. Indonesian Unity is a matter that always reminds the community to remain united around Pancasila, the guiding light of all aspects of the Broadcast Broadcasting Agency of the Republic of Indonesia –Radio Broadcasting. RRI translates all articles to be conveyed to the public in various languages for all the people of the archipelago.

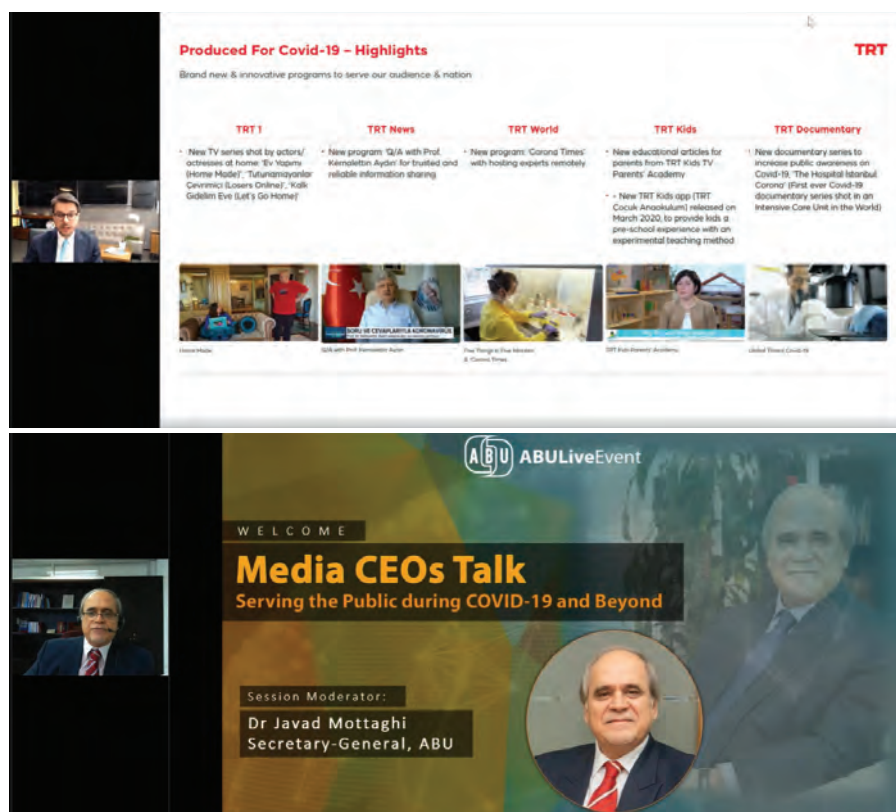
This Global Pandemic still seems far from over, but is there something different that you wish you had done?

The hardest job is to change the old culture with the culture of the New Order. Change the old culture into Keeping Distance. Especially for school children. This is difficult to control. RRI has changed the culture of the community so that people can maintain themselves. For that to succeed, the role of parents is needed more than ever. This has become a challenge because Indonesian people are different. In some more locked-down countries, this kind of culture is also maintained.

What advice can you share with colleagues from across the Asia Pacific region about facing challenges in the current crisis?

It is a matter of education. RRI has a Learning program at RRI. Public response is very strong, including teachers. Appreciation for us has come from various groups. Our advice is to never stop learning.

ABU Media CEOs Talk: “Serving the Public during COVID-19 and Beyond”



with trusted information that the public need in order to make informed decisions. He added that it is crucial for broadcasters to get the facts and provide accurate information. No one would remember a broadcaster for being first but everyone will remember when a broadcaster has got the information wrong. Mr Anderson emphasised that during the crisis it has become apparent that the ABC is the most trusted media in the country. This is the biggest reward for any public service broadcaster.

In his overview, Mr Sun Yusheng ABU Vice President, Vice President CCTV & Executive VP CGTN, China, outlined his organisation's efforts not only in keeping informed the most populous country in the world but providing vital information on the pandemic to the international community since foreign journalist couldn't travel.

Mr Sun also elaborated on the live-stream broadcasting of the building of two hospitals in seven days. He pointed out that providing schooling through radio and TV had been one of the biggest contributions of China Media Group to the nation during these challenging times. Mr Sun emphasised that the future of public service media depends on the ability to build trust with audiences and that is also their greatest responsibility.

Mr Shashi Shekhar Vempati, CEO, Prasar Bharati, India paid tribute to COVID Warriors and briefed how his organisation leveraged on human capital and technology to deliver accurate news to millions, battling fake news and delivering lifesaving information in the multitude of languages and dialects of India. Mr Shashi Shekhar Vempati informed that DDI and AIR also had record ratings

On 24 August, the CEOs of six major broadcasters in Asia, shared their organisations' experiences during the pandemic in an invigorating discussion online, joined by over 250 participants from across the world.

Mr Ibrahim Eren, ABU Acting President, Director General and Chairman, TRT, Turkey captured TRT immense efforts in response to the COVID 19 to protect staff, turn around programme schedules, invent new ways to produce programmes remotely, keep the public safe and updated with accurate news and boost morale of the people through engaging formats such as the multi-faceted programme "Home is Full of Life". He noted that the crisis has provided public service broadcasters with an opportunity to show that

they serve the public. Mr Eren also said that the lessons learned from the pandemic will shape the future policies of TRT and that the pandemic is the time and opportunity to be bold and experiment with new ideas how to serve the nation.

Mr David Anderson, Managing Director, ABC, Australia, focused on the record ABC audience ratings during the pandemic, which followed one of the most devastating bush fires in the history of the country. He praised the ABC staff for their dedication and hard work to deliver timely and accurate information across all platforms while working from home.

His message was that the public service broadcasters exist to serve the public

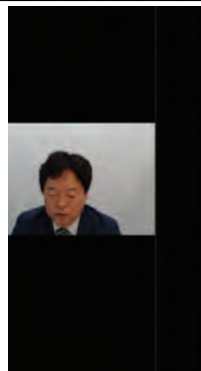


during the pandemic. This is a sign of people's trust in the national public service broadcaster. He spoke about introducing innovative formats for citizen engagement and education through radio and TV for millions of children.

He emphasised that this time of unprecedented crisis calls for all broadcasters to unite and work together in the name of humanity not only as citizens of their nations but as citizen of the world.

Mr Masagaki Satoru, Executive Vice President, NHK, Japan, showed interesting examples of programmes specially created to serve the public during the crisis – from practical advice on protection to intellectual discussions with world thinkers. He stressed out that the main objective of NHK right from the beginning of the pandemic had been to provide tools to wide audiences to cope with the crisis. These range from innovative ways to provide accurate, timely information and education for all to delivering high – quality entertainment to easy public anxiety. Mr Masagaki Satoru shared NHK new approach to documentary production showcasing the ground – breaking “We’re in This Together: Living with the pandemic”, a collaboration of 20 people from around the world who share their daily lives. He said that the pandemic has highlighted the indispensable service that public service broadcasters provide.

Mr Lim Byung-Kul, Executive Vice President, KBS, Korea spoke of the innovative and comprehensive



coverage of the virus spread in his country, including a digital platform service, public awareness , efforts and guidelines to keep the employees safe. In a matter of days KBS created the COVID 19 Integrated Newsroom providing emergency alerts, news and documentaries by using innovative channels of delivering news and information.

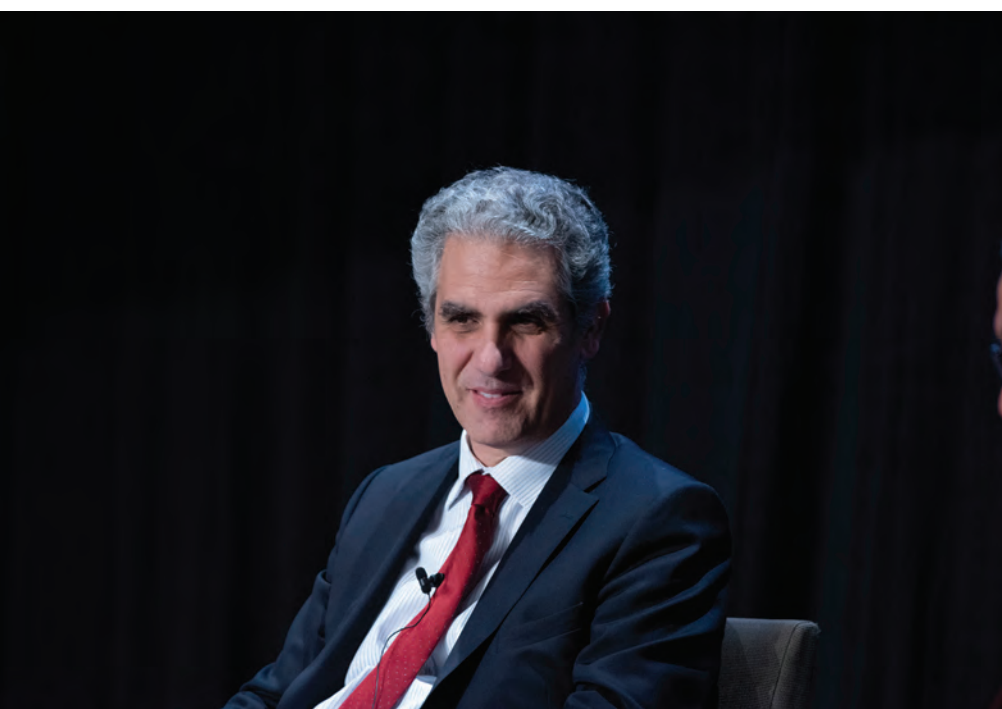
The KBS campaign on raising public awareness of the nature of the virus and protection measures, has been a big factor in curbing the COVID 19 spread in the country. KBS emergency broadcasts have been a lifeline for millions of Koreans and their channels had record ratings throughout the pandemic. To protect staff KBS has embarked in employing new, innovative technics and technologies such as mobile newsgathering.

The CEOs briefs were followed by a lively Q&A session led by the moderator – ABU Secretary – General Dr Javad Mottaghi. The participants wanted

to know among other things what medium was more effective in reaching broader audiences; what has been the impact on the Covid-19 pandemic on the quality of content and what public service broadcasters should do to keep the record ratings they had during the pandemic in the so called “new normal” post-pandemic life.

In their final remarks, the six CEOs united behind the view that the pandemic has shown the value of public service broadcasters to their nations. They should come together in times of crises to counter disinformation and provide accurate, objective information. The future of public service media depends on ability to build trust with the audiences and that is their responsibility. The collaboration between ABU members must go beyond the COVID 19 crisis and follow new ideas together with the other broadcasting unions so there is a collective action not only to fight the current pandemic but any future challenges to come.

Mr Marcello Foa, President of RAI Italia, speaks about being on the Covid 19 Frontline



The COVID-19 pandemic struck Italy early and severely. When did you and your colleagues realize it was going to be something more serious than just a local problem in China? What was your thinking at the time?

In Europe, Italy had the bad luck of being the first Western Nation to be hit by the outbreak of the virus.

In fact our experience with Covid-19 dates back to the 29th of January when a Chinese couple was the first to be hospitalized in Italy for the coronavirus after arriving from Wuhan.

On the 20th of February doctors diagnosed the very first COVID-19 Italian patient in Northern Italy and, from that moment, the pandemic rapidly ramped up, and it became clear that it could turn out as a national emergency.

The alert was immediate given the previous experience in China and the government swiftly reacted by issuing restrictive measures at national level.

What was our thinking at the time... At first we thought it was a distant problem, only about China and other Asian countries, but quickly it also became an Italian problem. And quickly a pandemic.

Did you ever envisage C-19 would have such a devastating effect on Italy?

At the beginning of the pandemic, nobody could envisage how badly the outbreak of virus would have overwhelmed the country. The coronavirus emergency started in Lombardy and in the neighbouring regions but the Government

announced drastic steps in response to the country's most difficult crisis since the Second World War: Italy had to close its industries, factories and all activities that were not absolutely essential (only supermarkets, food stores and pharmacies were left open).

The strict lockdown prevented the contagion to spread in the rest of Italy, in particular in the central and southern regions.

Did you feel prepared for what was to happen? What steps had you already taken to put RAI in a better situation to deal with what was to come?

Even before the spread of Covid-19, Rai was in the process of launching some measures and projects that actually contributed in coping with the emergency afterwards.

For example, the new Rai's Industrial Plan foresaw the undertaking of an encompassing digital transformation process and, as a matter of fact, the crisis accelerated the above mentioned process.

Eventually, a pilot project on smart working had to be started this year, by activating a limited number of virtual working stations. Concerning this point, Rai showed a preparedness that went beyond the most optimistic expectations by giving more than 7.000 employees the chance to work from remote.

RAI has a long history of dealing with different types of crises. How was this one different from the ones you have dealt with in the past?

In recent years, Rai had to confront the challenges coming from the 2008 recession as well as different natural catastrophes, such as the earthquakes that have hit Lazio, Abruzzo, Marche and Umbria regions (2016-2017).

All the above happenings had an impact on Rai's resources but not all in the same way.

The global recession triggered a sluggish recovery for all companies but the extent of the matter was mainly financial while natural disasters had a local and somewhat limited reach, geographically speaking.

This crisis was entirely different not only because of its global extent but also because it affected nearly all aspects of our daily lives: from restrictions to free circulations to any other limitation it implied to our civil liberties; from the risks that it posed to accurate and transparent information to the dramatic economic consequences triggered by the lockdown; from the health concerns and safety issues at work to the psychological effects of the preventive social security distancing.

Moreover, the COVID-19 outbreak affected all segments of the population and was particularly detrimental to the weakest and most vulnerable categories of the population including the elderly, people with disabilities, women and minors subject to the risk of domestic violence, migrants and homeless.

Social distancing tuned down the pace of economic activities all over the world while showing the need for a reinvention of the production and business models. That is why Rai

tested new production solutions such as new radio formats realized working from home.

Also, the closure of schools let the need to supply students of all grades with e-learning classes emerge as well as to entertain them because of the lockdown. In this context, Rai played a crucial role in offering innovative educational online programmes, ensuring an impartial, accurate and fair information and scheduling classical music, ballet, opera and plays on all TV, radio channels and RaiPlay platform. The latter has been opened to the audience without the need for filling any registration form.

How would you describe the role you saw RAI playing as the C-19 pandemic unfolded?

As the outbreak of COVID-19 appeared, Rai took this as an opportunity to redesign a powerful message of Public Mission for social cohesion, to help people confined at home stay safe by offering vital support during this unprecedented crisis by enriching and changing the programming offer and introducing new contents.

As a matter of fact, while the COVID-19 situation escalated in Europe and worldwide, audiences were turning in increasing numbers to PSM for evidence-based news content in a rapidly developing - and changing - situation. Concerning Rai's international role, being the first PSM having to deal with the outbreak of the COVID-19, the company shared its guidelines with the EBU, ABU, AUB, ASBU, CIRCUM and TAL members who had to respond to the situation. by

In a nutshell, Rai's remit of informing and educating has remained a priority, whether it consisted in sharing the most up-to-date public health advice or challenging the 'infodemic'.

Rai's and European public service broadcasters' commitment has been deeply appreciated by the general public, as shown by a report analyzing PSMs' audience performance during the COVID-19 crisis. The EBU's Media Intelligence Service found that, at key junctions, the reach of PSM organizations' evening news bulletin has doubled while daily viewing had a 14% average increase.

Did you get a chance to develop policies in advance of events or did you find yourselves playing "catch-up" as events unfolded so rapidly?

As already mentioned, at the beginning of this tremendous emergency, Rai had already designed some policies that have been functional to prevent the alarm escalation. In the wake of the health crisis, the company immediately established a Task Force to help contain the spread of the COVID-19.

Then, in early March, Rai put most of its staff in smart working, publishing on the internal web-portal Rai's Task Force Safety and Security Guidelines for the Emergency. Furthermore, in the previous weeks, Rai had already implemented sanitification measures within all its premises.

By doing so, Rai has become a model to be followed by other European broadcasters who later found themselves

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in a similar situation and contacted Rai to receive updates about the crisis management. Rai shared its guidelines with all of them. More than ever during the COVID-19 lockdown, international relations showed to be crucial in order to exchange information, guidelines and good practices.

What processes did you put in place to make RAI more responsive to the changing demands?

In order to be more responsive to the different aspects of the emergency, Rai has established 2 different task forces while the editorial offer underwent an adjustment process. Here is a short summary of the tasks and main points for each adopted measure:

1. ESTABLISHMENT OF A COVID-19 TASK FORCE:

- ISSUE THE FIRST EU BROADCASTER'S COVID-19 GUIDELINES;
- IMPLEMENT SAFETY AND SECURITY MEASURES (SURGICAL MASKS, TERMOSCANNER, EXTERNAL SETS FOR TELEVISION STUDIES).
- COORDINATING ACTIONS TO HELP THE MOST FRAGILE CATEGORIES OF PEOPLE;
- FUNDRAISING CAMPAIGNS TO HELP THE CIVIL PROTECTION;
- MAPPING ALL SOCIAL ACTIVITIES IN ALL THE ITALIAN REGIONS;
- TACKLING THE GENDER ISSUES IN DOMESTIC VIOLENCE;
- DISCLOSING POSITIVE MESSAGES OF RECOVERY ON INCLUSION AND DIVERSITY.

2. ESTABLISHMENT OF A TASK FORCE DEBUNKING HEALTH FAKE NEWS:

- UNDER THE COORDINATION OF RAINEWS24 DIRECTOR;
- COMPOSED OF RAI'S JOURNALISTS AND A SCIENTIFIC COMMITTEE OF VIROLOGISTS AND SCIENTISTS TO EVALUATE THE BIG AMOUNT OF NEWS ON COVID-19;
- GIVING CORRECT INFORMATION ON THE SPREAD OF THE VIRUS.

3. ADAPTATION OF THE PROGRAMMING SCHEDULE:

- NEWS ON ALL TV, RADIO AND ONLINE PLATFORMS;
- THE 24/7 ALL NEWS CHANNEL IN A CONSTANT FLOW OF INFORMATION AND REAL TIME BREAKS;
- THE SIGN LANGUAGE INTERPRETERS FROM REMOTE;
- E-LEARNING AND SCHOOL PROGRAMMES FOR ALL STUDENTS AT



HOME;

- KIDS PROGRAMMES TO EXPLAIN THE EMERGENCY THROUGH PSYCHOLOGIST AND DOCTORS;
- SPECIAL RADIO OFFER ON ALL RADIO CHANNELS AND ON RAI RADIO PLAY;
- SPECIAL CULTURAL PROGRAMMES;
- RAIPLAY OPENED TO EVERYBODY WITHOUT NEED TO FILL THE REGISTRATION FORM.

What do you think RAI did especially well?

COVID-19 has proved that audiences are turning to public service media (PSM) in increasing numbers for trusted, reliable and high-quality news, information and content – and they are doing so via video-on-demand and streaming, as well as linear.

In particular, RAI performed well with respect to the e-learning offering, the enrichment of news editions, the attention to social inclusion and to the safety of its employees and everything putting in place a pragmatic, flexible and dynamic approach.

Is there anything so far you wish you had done differently?

During this difficult time, RAI's effort have been extraordinary, since the situation was unexpected. RAI employs 13.000 people: we had to ensure their safety without neglecting the duties of our public service. Considering how fast events have developed and how serious the situation has been, I think the company could not have acted differently.

As Italy and RAI emerge from the crisis, what is happening now at RAI in repairing the damage that has

been done and in planning for future crises like a pandemic or similar catastrophe?

The main economic damage currently comes from the downturn in the company's ads and commercial revenues. In this respect, Rai has redefined its budget, providing a different allocation of the economic resources.

Concerning future strategies, we are getting prepared for any eventual return of the contagion by looking at the lessons learnt: the need for a fully-fledged digital transformation, the feasibility of the smart working, the implementation of new communication strategies and the adoption of new production and distribution models both for entertainment, drama and cinema.

What advice would you give the ABU colleagues in the Asia-Pacific and the rest of the world in meeting the challenges of such a crisis?

The pandemic has showed the need for keeping strong international ties now more than ever, revamping cooperation with other countries beyond national borders.

Also, the crisis worked as an accelerator of trends, allowing conversations on culture, confronting positions and views, even if through digital means in roundtables and webinars, since we all know that better things come from diversity.

That is why my advice is to treasure the chance to be flexible, think out of the box and catch the opportunities to make things differently.

Trial and Perseverance in the face of the Pandemic – a perspective by Mr. YANG Sung-dong, President & CEO, Korean Broadcasting System, ABU Vice President



South Korea is one of the first countries to take decisive measures to curtail the COVID – 19 spread with astonishing success recognised as an example around the world. Behind this remarkable success is a myriad of decisions at company level taken at the right time, with the right speed, and above all, with the right attitude and right commitment. How did the pandemic affect the operations of KBS? What measures were put in place to continue serve audiences with lifesaving information, while securing the safety of staff?

KBS, the nation's primary public service broadcaster, is continuing its full commitment to deliver an efficient and speedy emergency broadcasting service in response to the ongoing coronavirus outbreak. Since the widespread of the virus gripped the most acute attention of the audiences, KBS identified it as a "Social Crisis," and commenced its emergency broadcasting, providing vital information as committed efforts to combat the challenge of the emerging infectious disease.

KBS placed the highest level of emergency broadcasting when the first case of the disease was confirmed in Korea on 20 January 2020. Especially, KBS has been putting forth maximum effort to deliver information on preventive measures displayed through scrolling text as well as via continuous news bulletins that have been expanded to cover the national daily briefings from the Korea Centers for Disease Control & Prevention.

KBS has also continued to make efforts to serve the audiences with accurate information in a most innovative way. Thanks to such efforts, KBS has been named the most trusted source of news and media organization in the country. KBS has taken advantage of the crisis derived from COVID-19, and created a timely opportunity to reinforce the principal values of public service media.

How has the coronavirus crisis changed the way KBS's news teams have been working in the first half of the year and what changes – in terms of work practices and output

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- will your News Department keep into the future?

KBS has been fully committed to continue to use all of its resources for an 24-hour emergency operation of the [COVID-19 Integrated Newsroom] service. As the nation's primary public service broadcaster, KBS has been maintaining its devoted efforts in delivering all the essential news and information with the special programming and content throughout the entire 24-hour day since 4 March, 2020. With an aim to fulfill the principal mission to keep the nation well informed with trusted and in-depth news and information as the fight against the novel Coronavirus takes seemingly longer than expected, KBS launched the COVID-19 Integrated Newsroom, dedicated to serving audiences with a wide-ranging extensive programming package of measures embracing all types of KBS TV1 programs including news, documentary, and information program.

The COVID-19 Integrated Newsroom focuses on innovate ways of providing emergency service rather than a mere transmission of news bulletins and information. KBS is continuing its efforts to help the national initiative to curb the COVID-19 pandemic by creating campaign materials on quarantine measures for individuals such as encouraging people to wear health masks, wash hands for more than 30 seconds, and cough etiquette. Audiences recognize KBS' contribution to the fight against the global pandemic. KBS has strong confidence that audiences in the country 'always tune into KBS in moments of crisis'.

Similar to all broadcasters worldwide, KBS faced the enormous challenge not to be able to proceed with its content production schedule because of the movement restrictions and social distancing regulations. What alternatives were deployed? How KBS overcame this challenge and continue to provide entertainment and education to Korean people?

KBS has been careful about maintaining the health of its employees. The spread of the infectious disease in the workplace could cause delays in production in the critical time for the primary public service media, responsible for delivering

emergency service. KBS established plans for safe working guidelines and quarantine measures soon after the first Coronavirus confirmed case was reported in the country on 20th January, 2020. KBS unveiled its first safe working guidelines on 28th January, 2020 in case of a possible confirmed case within the organization.

KBS has so far gradually implemented 24 versions of safe working guidelines up until 30th June, 2020. The guidelines include; screening employees' temperatures when accessing KBS facilities, ways to manage suspected cases, self-isolation rules for journalists and production staff in workplace where the Coronavirus confirmed case is reported, regulations for working from home except essential human resources.

Thanks to such preventive measures, we have had no confirmed cases of the infection throughout the Seoul headquarters and nation-wide networks in the last six months. Also, KBS has demonstrated extraordinary efforts to maintain safety of cast and visitors invited to take part in content production of KBS. KBS has made sure all cast and crew to strictly follow the quarantine guidelines, equally applied to KBS staff involved in the production.

The guidelines for the guests include; screening temperatures, wearing health masks in the production facilities, no close physical contact allowed, and no access to major production facilities. Furthermore, KBS made a bold decision not to have audiences for its flagship entertainment programs. KBS will maintain this 'no audiences policy' for its production until the pandemic is under control. Audiences could be anyone from anywhere including overseas. And it would be difficult for KBS to control the potential spread of infection from audiences. Some may think that such 'no audiences policy' is too much. However, KBS has been so far fortunate to have no Coronavirus confirmed cases due to the intensive quarantine strategies.

As part of the continued efforts to serve the nationwide audiences with trusted news and information at this time of national need, KBS' nine regional headquarters have been creating their own original news content for their

respective communities since the extensive emergency operation was officially launched on January 2020. Such locally produced content has been particularly beneficial to regional audiences, as it provides the most relevant information for those affected by the Coronavirus outbreak.

KBS has always been one of the leading broadcasters in the industry and has been successfully riding the Digital Wave with innovative applications of the latest cutting-edge technology. What new services has KBS offered to the public in the wake of the big disruption brought by the pandemic?

A large number of audiences have shifted to use digital mobile platforms and media consumption patterns have diversified. The 'infodemic' situation has highlighted the need for accurate information and served as a thorough reminder to emphasize the true qualities of public service media. KBS has also shown firm commitment to fulfill its public service mission by strengthening digital platform services such as 'MyK' and 'Wavve'. The latest updates on emergency situations have been provided via digital platforms.

Additionally, KBS News is providing an online interactive service that offers information on the path and speed of the confirmed cases. It is expected to be a useful tool in an effort to cope with the COVID-19.

During the COVID 19 pandemic, KBS demonstrated a remarkable spirit of solidarity and contributed to ABU special projects so developing members can benefit. Would KBS consider in the future to make such content contributions some kind of a policy to support smaller members?

KBS has always been enthusiastic about providing support to broadcasters abroad in various ways. Especially, KBS is willing to work cooperatively with those broadcasters continuing to show keen interests in KBS as well as the Korean Wave content. On the other hand, KBS content is the public asset which belongs to viewers in Korea, as they pay the TV license fee to enjoy the service. These are the reasons why KBS needs to be discreet when considering to offering its content to foreign broadcasters including members of the ABU.

KBS has been providing its content through some of the ABU initiatives such as the news exchange AVN and the documentary co-production project CARE. KBS will continue to contribute to these ABU initiatives. Other than these commitments, however, we will have to work separately on an individual request upon signing an Agreement on Media Cooperation. Most recently, KBS is working closely with the national broadcaster of Mozambique, TVM, as they have requested KBS to offer its content through the Korean diplomatic mission in Mozambique.

Also, AZTV from Azerbaijan has expressed their strong interest in content created by KBS through the Azerbaijan diplomatic head of mission in Seoul. KBS is currently working to respond to this proposed cooperative initiative from Azerbaijan as well. Additionally, we have some other broadcasters who have shown keen interests in KBS content, during the ABU Tokyo General Assembly last year. The RTA from Afghanistan is one of them. KBS is planning to review an agreement to be signed with each of these ABU members. KBS will be able to decide whether to provide, or exchange its content with those broadcasters concerned.

What mark you would like to place on the ABU activities and future progress as ABU Vice-President?

We're now seeing a new world, due to the COVID-19 pandemic. And I've come to realize that we've got to equip with a further evolved emergency broadcasting system. As the nation's primary broadcaster responsible to deliver essential emergency broadcasting service, KBS is committed to maintain its key principles; to minimize damage and prevent confusion. KBS' emergency service has been so far focusing on natural disasters such as Typhoon and Tsunami.

Now, the service should be extended to cover infectious diseases. I'm absolutely convinced that KBS needs to expand its emergency service to be delivered on mobile, and digital platforms from traditional media, TV and radio. I firmly believe that a wide range of cooperative initiatives and information sharing on emergency broadcasting service among ABU members are

Mr. Yang Sung-dong has been leading the nation's primary public service media since April 2018. Under his stewardship, KBS has been ranked the most trusted media in Korea during the Coronavirus pandemic. He is committed to contribute his visions to the Asia-Pacific Broadcasting Union as Vice President.

crucial, especially in Asia, where many types of natural disasters continue to occur every year.

Last year, in my acceptance speech for ABU Vice Presidency, I promised to share KBS achievements and failures for our ABU colleagues to benchmark our own experience. I hope KBS will have the chance to lead the cooperative initiative, particularly on emergency broadcasting, which will ultimately contribute to protect lives and properties by providing essential information.

The Peace Forum initiated by KBS was a great success. The current regional situation justifies increased role of media in peacebuilding and building trust between nations in Asia – Pacific. We would like to hear your views if KBS has any plan to lead an ABU region wide initiative to promote peace and cooperation?

As the nation's primary public service broadcaster, KBS will continue to make maximum efforts to help establish peace on the Korean Peninsula, which has emerged as a crucial factor to create peace in Asia, as well as in the world. Also, KBS will consistently explore the opportunity to cooperate with the North Korean member broadcaster KRT, through the ABU platform.



In an effort to seek international insights, and future perspectives on the issues surrounding the Korean Peninsula, KBS will continue to explore opportunities to organize an exclusive international media forum to be joined by notable media professionals and leaders such occasions as the Public Broadcasters International Seoul 2018 Conference(PBI Seoul), and the KBS-ABU International Peace Forum 2019.

We've also seen the recent US-China conflict and 'Black lives matter' movement. These incidents have actually made me believe that the COVID-19 crisis has further intensified the disputes among nations, races, and ethnic groups. We will also see the world-wide spread of anxiety over the economic crisis, mass unemployment, travel restrictions and the collapse of medical system. KBS believes that building mutual trust and proposing prospects to alleviate anxiety are the solutions to all the problems. KBS has been continuing efforts to create a range of programs that explore the new ways of life after COVID-19 crisis. I would like to assure you that KBS is committed to cooperate with those members who are willing to share insightful and creative ideas on the new ways of so called 'New Normal' life, through assorted projects including co-production.



On The Record: Mr. Masagaki Satoru Executive Vice President of NHK

Since late March of this year, Japan has seen a sharp rise in COVID-19 infections caused by the novel coronavirus. A nationwide state of emergency was imposed in April and May. However, the number of people infected remains high. So, Japan, like countries around the world, has had to search for ways to coexist with the disease. This is something that NHK, Japan's sole public service media provider, has struggled with as well. The organization has been firmly committed to preventing the spread of the coronavirus. It has delivered accurate information, family-friendly entertainment and educational programs via broadcast and the internet to people who are suddenly forced to spend long periods of time at home, often with children who can't go to school. Mr. MASAGAKI Satoru,

Executive Vice President of NHK, has been spearheading these efforts. We asked him how he and his team have adapted to this new reality.

The year 2020 has been one in which humankind has faced unprecedented hardships. How has the coronavirus affected NHK's business operations and strategy?

The pandemic has presented NHK with numerous challenges. First, the postponement of the Tokyo 2020 Olympic and Paralympic Games, originally slated for July of this year, significantly altered our broadcasting schedule. In terms of program production, filming, both on location and in studios, was greatly reduced, while filming before live audiences had to be cancelled all together. This created more opportunities for guests

and interviewees to appear remotely from home. In addition, NHK was forced to cancel numerous public events which restricted interaction with our audience.

We had to figure out a way to maintain operations while minimizing the spread of infection. Therefore, we encouraged staff members in a wide range of departments to work from home, which resulted in a substantial decrease in the number of people working in offices. On the other hand, our income has dropped due to the stagnation in economic activity resulting from the coronavirus, along with measures taken to exempt certain businesses from paying receiving fees. So, our first-quarter numbers were pretty grim. And yet, this trial-and-error process to overcome these unforeseen difficulties

and constraints has led to new ways of working and development strategies.

The pandemic is testing the value of public service media throughout the world. What are some of the lessons that NHK has learned from this unprecedented global crisis?

In late March, when the coronavirus crisis started to escalate in Japan, NHK announced the following six pillars of action:

- Deliver accurate information quickly to ensure safety and security.
- Help to minimize adverse effects on social and economic activity.
- Increase opportunities for learning and contribute to education for all.
- Deliver high-quality entertainment, and cultural/artistic content to help ease public anxiety.
- Contribute to the international community by providing accurate information on Japan.
- Do everything possible to maintain functions for delivering vital broadcasting and other services.

I believe that by working earnestly toward these goals, NHK has greatly increased its value as a public service media provider. This was primarily because our audience, when faced with an onslaught of unreliable information, sincerely craved facts and truth.

For example, we conducted an experiment on microdroplets for a documentary program called "COVID-19: Fighting a Pandemic." Microdroplets are very small particles that are emitted when people sneeze or speak loudly. The program demonstrated the way in which droplets stay in the air, potentially providing new routes of infection. People who view this video can instantly see why masks and ventilation are necessary. This program has been replayed over two million times through VOD. An edited version has been translated into 12 languages and replayed over thirty million times on social media. We are also offering this short video free of charge to broadcasters across the globe. In this way, NHK has contributed to worldwide efforts to halt the spread of the infection by delivering accurate facts in an easy-to-understand manner. We also launched a dedicated website on the new coronavirus that delivers

practical information, including details about the government's special cash payments and loans for small and medium-sized enterprises. This written content also received a great number of hits and helped our audience to solve problems that they were facing in their everyday lives.

It was an excellent example of digital convergence, bringing together images, charts and text that could be viewed on multiple platforms. It enabled us to find a way forward, offer a clear response to our audience's needs and illustrate the value of public service media. To continue providing programs during production restrictions, we also rebroadcast many classic NHK programs: our audience loved revisiting some of their favorite shows. We gave these programs a contemporary feel by interviewing cast members about what happened behind the scenes during filming and offering their comments on our second sound channel. This endeavor gave us some insights into new ways to make use of our wealth of archived assets.

In addition, with so many schools forced to close, we helped children study at home through broadcasting and the internet. In addition to the already-existing website, a program called "Friday Morning School" delivered content in a variety of subjects for elementary school students using a television subchannel every Friday. Since children without internet access at home could view the program on television, we were able to offer equal access to educational opportunity.

The coronavirus crisis is a crucial moment for NHK. It has compelled us to review and reassess our values – inside and outside the organization. Looking at viewership and traffic numbers during this period, we are proud that we were able to achieve a certain level of success and support.

Now that the state of emergency has been lifted in Japan, how will NHK try to coexist with the coronavirus?

In response to the lifting of the state of emergency, NHK issued "Common Guidelines for a New Workstyle" to all our staff in June. The guidelines include ways of achieving a new style of work

that is not limited to time and place. We are calling on everyone at NHK to continue pursuing new approaches to work in several ways:

- Take up the challenge of creating new value and services by reforming production methods.
- Transform the way we operate on a new stage through remote working.
- Improve the remote-working environment through the use of IT and enhanced security.
- Recognize individual working styles and enhance the appeal of the workplace by promoting individuality.
- Improve work instructions and evaluation methods and implement new management practices.

Program production at NHK tended to be labor-intensive. However, after the state of emergency was declared, we were able to reduce the number of people entering the Broadcasting Center by 60% from an average of 20,000 per day. This made us realize the potential of teleworking, which had previously been regarded as difficult to achieve in this industry. In one example, we tried out a new method called "telework drama" in response to the cancellation of studio filming. Cameras and other equipment were sent to performers' homes, director's instructions were relayed via a remote conference system and the filming was done by the actors themselves. Meetings and editing were all done remotely. The program was broadcast with staff and actors never having met. Needless to say, this method imposes more restrictions than our regular approach to drama production. But if we continue to work on it, I believe we can improve in the future.

Another example I'd like to mention is a documentary program called "We're In This Together: Life with the pandemic." We asked about 20 people around the world who had been sharing their fight against the new coronavirus on social media to take selfie videos. From an opera singer who entertains his neighbors from his balcony in Italy, to a nurse working at a New York hospital in the middle of an outbreak, the bravery of ordinary people dealing with the coronavirus crisis is brought into sharp focus in their videos.

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The program was broadcast not only in Japan but also internationally on NHK WORLD-JAPAN, and inspired enthusiastic responses from viewers. Comments like these poured in: "I was touched by people who cared and acted for others even under severe circumstances" and "It made me consider what I can do for others." Using this new method, NHK portrayed the lives of people who were confronting a common global crisis and delivered a message of hope and solidarity.

Remote working necessitated by the coronavirus helped us discover the potential of new methods of program production. Once the virus is contained, I think we should continue to develop fresh approaches that address the new normal, including the way we work. There is no turning back now. This may be the greatest lesson that we've learned.

As one of the founding members of the ABU, NHK has always played

an active role in its development. How do you plan to be involved with the ABU in the future? What kind of relationship do you hope to build?

NHK is actively offering fellow broadcasters programs related to responding to the new coronavirus. In March of this year, the ABU launched a database of coronavirus-related programs. It also held a trial run for Asia-Pacific View, a new platform where ABU members can exchange programs and content. NHK has uploaded numerous programs to the platform. As one of the founding members, we hope to continue to develop our cooperation with the ABU. The broadcasting industry is undergoing drastic change, brought about by the convergence of broadcasting and communication. ABU members are now facing the challenge of digitalization. NHK is no different. We are eager to share our experiences, both successes and failures, so that they can be of help to ABU members. Moreover, in addition to programs related to the new coronavirus, we hope to continue to share our high-quality programs with ABU members so that together we can explore this new era of content production.

Moving forward, what kinds of innovative programs and services does NHK wish to deliver to your audience? How do you envision the future of public service media?

We are now engaged in a serious debate regarding the future of public service media. Since there is no definitive answer yet, we are aiming to provide content that responds to our viewers' interests in accessible formats by using broadcasting, the internet and new technologies. To be more specific, this means being able to obtain information in an integrated manner, from 50-minute documentaries, to short videos that young people can enjoy on their smartphones, to text content that satisfies people's need to know, going back and forth between the boundaries of broadcasting and the internet.

At the same time, our platforms must be easy to search so you can reach the information that you require quickly. And of course, the information delivered must be authentic and trustworthy. We aspire to become a public service media provider that is reliable and easy to access. That's our vision for the future.

Webinar on First Aid Kit For Media Professionals & Safety In Post-Disaster Areas



Further to the two-part Webinar SECURITY AND SAFETY FOR MEDIA PROFESSIONALS held in April, ABU conducted a second two-part webinar focusing on First Aid Kit for Media Professionals and Safety in Post-disaster Areas. The two one – hour sessions -- on 15 & 16 September were held in collaboration with Lazarus Training Ltd, UK, world renowned experts on safety in the media industry by their Director of Training, Mr Alistair Hollington.

Module 1 (First Aid Kit for Media Professionals) looked at basic life-saving bits of first aid equipment every media professional should consider taking with them on assignment.

Module 2 (Safety in Post-disaster Areas) provided guidance for media professionals on how to perform their duties safely in the post-disaster areas and how to cope with stress and other negative effects of emergency deployment.

At the end of each webinar, there was a brief Q&A Session wherein participants texted relevant questions to the Panelist for further explanation.

* Video Recording links for both the sessions are available from ABU Secretariat and can be shared with member organizations.
Please contact: natalia@abu.org.my

ABU Member Stories: My 90 days in Wuhan

Contributed by: Mr. Xu Zhaoqun, Senior Producer and Head of Wuhan Reporting Team of China Global TV Network (CGTN)



The suitcase I chose for my journey to Wuhan was a small one. Yet that very decision turned out to be arguably the biggest mistake I could have made. Not once did I fathom that my stay in the city would be 90 days, and with much of it, under a lockdown never-before seen in human history.

In the first few weeks, finding news was easy to come by. Streets were desolate, while hospitals struggled with an influx of patients. The number of confirmed cases soared day by day. Doctors and nurses were left to work around the clock, despite what was supposed to be their Spring Festival holiday.

Then the challenges for reporters began to emerge. With much of the global spotlight on the city of Wuhan, fake news overtook the realities and truths of what was actually happening on the ground. Foreign media were unable to enter the city because of stringent quarantine measures. This resulted in many of the English-speaking reporters of CGTN bringing the latest and live news to media outlets from around the world. While answering the most common and frequent questions on patient numbers, food prices and shortages of medical supplies, they were also left to debunk claims and false reports of a

city lined with dead bodies throughout its streets.

The rumor-fueled questions and claims ultimately served as a reminder; that regular reports would not be sufficient to reveal the realities of Wuhan.

We then decided to make a series of stories, varying in topic, about the people working and living in a city under total lockdown. That's how Wuhan Faces came to be.

The series includes people from nearly all walks of life involved in the fight against the coronavirus. Medical workers, patients, volunteers, local government officials, community workers and many others. It sheds light on some of the more obscure situations people found themselves in, like those unable to go home after visiting someone in hospital, or the countless migrant workers who turned railway station waiting lounges, into temporary homes after being unable to catch the last train home. Though many of their stories are small, they still remain a part of the collective journey the entire city of Wuhan experienced.

Many of these stories are sad ones, though many are inspiring. Zhou Ning

was one of the first few doctors at Wuhan Tongji Hospital to be infected with the coronavirus. Soon after, he told us that the first thing he wanted to do, was to cure the patient who transmitted the virus to him. He was successful in achieving this aspiration.

Making inspiring news stories doesn't mean worries can be eliminated or forgotten. None of my young team members had ever experienced such tough and demanding situations. Their daily routines often involved listening to the sorrows and concerns of a patient's family members, or tirelessly persuading a community worker for access to quarantined communities. This was all added pressure to an already heavy workload.

All 40 team members from CGTN stayed in the same hotel. Our daily meeting was scheduled for 9 pm every evening, though it often didn't start on time. A light-hearted chat in the hotel's corridors became a necessity before heading into discussions on more serious topics.

I made sure to always have my door open for the entire day. I wanted to be there for reporters or editors when they needed someone to talk to, or when they wanted to pour out their grievances, frustrations and emotions. And even though I didn't have a better solution other than listening, being there for them kept us together.

Compared to the mental pressures, the protection of the reporters' health was a bigger issue. The frequency of their entry into red zones became extremely high in mid-February, at a time when we didn't have enough protective gear, and didn't know how to properly use the limited gear we had.

In one instance, our reporter Huang Yichang filmed a piece-to-camera in

full protective gear. However, in this situation, her collar was left open. Later on medical professionals told us that by simply leaving the collar area exposed, the protective suit's functionality was entirely rendered useless, effectively putting the reporter at extreme risk. And while the virus continues to spread and devastate many other countries, we hope all journalists covering this pandemic can learn to protect themselves before stepping into the field.

The stories by our young reporters under such pressure deserve to be shared with people around the world. Below are some of their fearless and excellent pieces of work:

The lockdown: One month in Wuhan

<https://www.youtube.com/watch?v=XU9FVqwO4TM>

Between life and death: Stories from a Wuhan ICU

<https://news.cgtn.com/news/2020-04-05/Between-life-and-death-Stories-from-a-Wuhan-ICU--PrJeEZAQU/index.html>

The lockdown: One month in Wuhan is a half-an-hour documentary we produced within ten days, and was broadcast when the lockdown policy was already in place for a month. It gained over 15 million media views on YouTube. It is also the only original documentary solely made by the reporters in Wuhan, presenting a panorama of the city's fight against the epidemic.

Between life and death: Stories from a Wuhan ICU tells the story of how a female patient was given hope by her doctor and to remain optimistic even in the final month of her life.

The lockdown policies didn't stop the flow and exchange of information. With doctors in Wuhan sharing their experiences in coping with the unprecedented disease online, attention on various social media and news platforms grew exponentially.

COVID-19 Frontline is a social media live streaming show produced by CGTN reporters.

So far we have livestreamed 63 online meetings between Chinese doctors and their peers in other countries. Global impressions have reached more than 200 million, and media views have reached some 70 million. Though the medical teams have returned home, the program continues. It's also the only program to continue running after the CGTN team left Wuhan.

Exclusive interviews with researchers from the Wuhan Institute of Virology brought CGTN to the forefront of telling the story of a city now re-opened. These exclusive interviews exposed assertions that the virus was leaked, and showed how these rumors were based on completely fabricated claims.

Spending 90 days in a city under lockdown is an unforgettable experience for every member of the CGTN team who was in Wuhan. They have plenty of reason to be proud of their experience.

As for myself, what I am most proud of, is that each and every one of them got home safe and healthy.



The Construction of CMG's Copyright Trading Center Has Started in Shanghai

One of ABU's members, China Media Group (CMG) has announced that the construction of the Copyright Trading Center is progressing at the West Bund Media Port in Shanghai. The announcement has been made by the president of CMG, Mr Shen Haixiong and also attended by Mr Gong Zheng, the mayor of Shanghai Municipality. The collaborative initiative between the China's largest media company, CMG and the Shanghai municipal government is aimed at making greater use of CMG's vast media capital, multimedia channels and new outputs from the general public, as well as promoting the growth of Shanghai as a regional urban metropolis and a hub for entertainment and creative industries. The Copyright Trading Center will feature three systems namely the central system, the copyright asset management system and the industrial operation system. A test version of "CMG Special" was released as a first major copyright cooperation project for the center.

VOV and RRI Indonesia Celebrate their 75th Birthdays In September of this year



Mr. Ngo Minh Hien, Vice President of VOV

VOV celebrates

"This is the Voice of Vietnam, broadcasting from Hanoi, the capital of the Socialist Republic of Vietnam". This announcement— kicking off VOV's radio programs, has become familiar with Vietnamese audiences of many generations both in Vietnam and abroad.

The Voice of Vietnam, through its 75 years of engaging in the mission of serving listeners, has constantly innovated upon its program quality, applied advanced broadcasting technologies and diversified content distribution methods, all to meet the increasing demand of its audiences. In 2020, VOV launched a new logo, marking a significant milestone of VOV as a leading multilingual and multimedia agency in Vietnam, with the convergence of all four of its media platforms.

At present, VOV operates 8 radio channels, 17 television channels, 2 online newspapers, a printed newspaper and a monthly magazine. Broadcasting in 13 foreign languages and 13 ethnic languages, VOV is the only press agency in Vietnam offering the most languages.

With more than 2000 enthusiastic and experienced reporters and editors, 13 overseas representative bureaus and in cooperation with nearly 50 international media organizations, VOV has a strong belief in gaining new success in the current, challenging environment.

ABU Secretary General Dr Javad Mottaghi expressed his congratulations to VOV and stated "The ABU family congratulates VOV on its 75th anniversary and wishes another 75 glorious years of being a part of our shared history, together. Congratulations and long live the Voice of Vietnam.



RRI rejuvenated in its mission to serve



RRI CEO President-Director M Rohanudin

Public Service Broadcasting Radio Republik Indonesia (LPP RRI), well-known as RRI, is celebrating 75 years of success this month of September. The station was established in 11 September 1945 by the founding figures, Mohammad Yusuf Ronodipuro, Abdulrachman Saleh, Maladi, and Brigjen Suhardi. Its headquarters is located in Jalan Medan Merdeka Barat Central Jakarta. Under the board of supervisors this radio station is a trusted and renowned, worldwide media provider. RRI consists of five Board of Supervisors (Dewan Pengawas) appointed by People's Representative Council and five Board of Directors (Dewan Direksi) appointed by the Board of Supervisors. Both are sworn in by the President, served for five years, renewable once. RRI has about 5000 employees who are working for 115 working units around the nation, from the capital city, provinces, municipalities, cities, border and coastal areas of Indonesia. RRI provides listeners and viewers across the nation and worldwide with information about Indonesia. RRI plays a really important role in helping Indonesians to get on with their lives, while maintaining a real connection to their roots, their traditions and their heritage. RRI is independent, neutral, and public interest oriented.

In the era of media convergence, RRI provides its listeners with multi-platform access (radio, on-line, smartphones, and tv). For audio consumption, there are 4 radio programs available, that is program 1 (the center of society empowerment), program 2 (the center of creativity of teenagers), program 3 (the voice of identity to Indonesia, broadcasting news and information nationally for 24 hours a day), and program 4 (the nation civilization encyclopedia). Program 1,

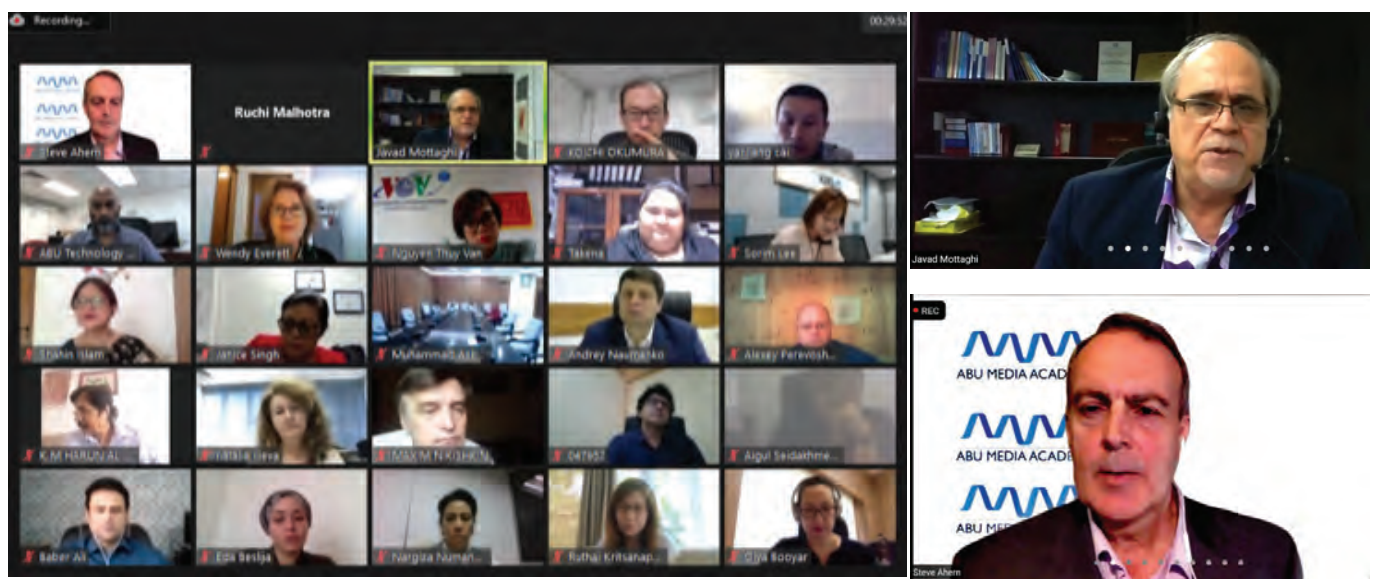
2, and 4 are transmitted locally airing local programs. However, for program 3, local station relays programs from RRI Pro 3 station in Jakarta. For overseas broadcasting, RRI serves listeners in nine languages through Voice of Indonesia. Until August this year, the number has reached more than 77 thousand people in foreign countries. Majority of listeners comes from China, Russian Federation, USA, Norway, India, Japan, and Australia. For other platforms, listeners can access RRI via RRIplay Go mobile application.

Annually and regularly, RRI conducts off air events, such as Gelar Budaya (Cultural Performances), Bintang Radio (Radio Singing Competition), Pekan Tilawatil Qur'an (Quran Recitation Competition), Konser Kebangsaan (National Concert), Swara Kencana (Radio Awards) and also several events. In this pandemic situation, RRI has cancelled several events, and initiated some other events to educate and entertain public. The tagline in this pandemic situation is 'radio for disaster response Covid-19'.

All RRI performances have gained recognition and appreciation domestically and internationally, namely, Top CSR in Community Involvement, Penghargaan Adam Malik (Adam Malik Award), Radio Peduli Perbatasan Terbaik (The Best Border Radio), Anugerah Pewarta Wisata Indonesia (Indonesia Tourism Journalist Award), ABU Seoul Prizes Green Radio, Prizes 2019 and many more.

RRI continues to grow and lead the development of radio broadcasting in Indonesia, becoming part of the international community through various broadcasting organizations of the world. RRI's motto is 'Once aired, always aired'.

FIRST ABU MEDIA ACADEMY FORUM LISTENS TO MEMBER NEEDS AND PRIORITIES



ABU Secretary General Dr Javad Mottaghi hosts the discussion session of the Forum

Over 50 people participated in the first ABU Media Academy online forum this week, which marked the beginning of the Academy's planning and training activities.

The meeting was convened by Secretary General Dr Mottaghi, who encouraged all members to participate in shaping the Academy, which was initiated as one of the actions from last year's General Assembly.

New Head of the Academy, Steve Ahern outlined the long term vision for the organisation, which is to help all ABU Members develop their staff to a level where they are multiskilled, adaptable to change and up to date with the latest trends and technologies.

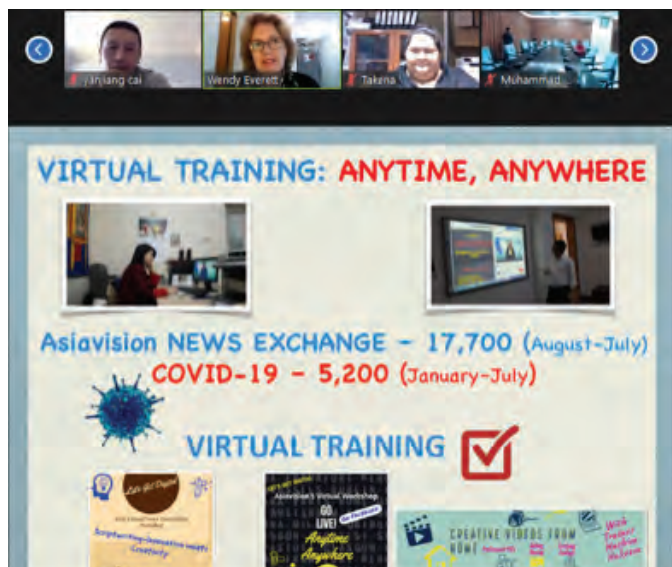
The ABU's four Directors told participants about the training activities that are already taking place within ABU, such as technical, radio, television, news (pictured), sports and digital training, and outlined how those courses will evolve as the Academy develops.

The Academy will continue to deliver current courses/webinars, and seek recognition for them to be credited

towards tertiary level study via recognition of prior learning (RPL). It will also develop a virtual library of resources that can be used by members for their in-house training. In the long term the Academy will also develop new higher level courses in operational skills areas, as well as management and programming.

In a fast moving discussion (pictured below) where a representative from each of the 30 participating organisations made a contribution, the Forum heard about a range of training needs across the region. Analog to digital conversion was an important technical area requiring further training, as was the use of social media content to enhance traditional programming strategies. Other topics identified as important included news and mobile journalism, camera and sound techniques, as well as train the trainer skills. The Academy team is compiling all the needs expressed by participants during the Forum and will prioritise them for course development and delivery over the coming year.

Some members already training departments or higher education bodies within their own organisations, including Bangladesh, India, Iran, Korea and Vietnam (pictured below). The Forum heard from these members about the courses



ABU Director of News Ms Wendy Everett outlines News training activities.



Ms Nguyen Thuy Van, VOV Liaison Officer

they currently run and how they are accredited. The Academy plans to harness the current expertise of these members to share their knowledge and resources with other members, through the Academy. The generosity of the members who already conduct accredited training was evident, with all of them offering to assist by sharing resources and combining their expertise for the benefit of the Academy.

Some of the participants in this first Forum agreed to assist in reviewing the aims and scoping documents being developed by the Academy, and others put themselves forward to take part in the activities of the Academy Task Group that will assist in the ongoing development of activities and courses.

If you were not able to attend the first Forum meeting, but would like to be part of the Task Group, please email steve@abu.org.my to put yourself forward. A second online meeting will be held in November and all members are welcome to join. More details of that meeting will be communicated to members soon.

ABU Media Academy Online Forum's Participants

S.No	Country	Organization
1	Bangladesh	National Institute of Mass Communication (NIMC)
2	Bangladesh	Pathshala South Asian Media Institute
3	Brunei	Radio Televisyen Brunei (RTB)
4	Cambodia	National Television of Cambodia (TVK)
5	China	National Radio and Television Administration (NRTA)
6	China	Shandong Radio and Television Station
7	Fiji	Fijian Broadcasting Corporation (FBC)
8	Fiji	Fiji TV
9	India	Prasar Bharati (DD / AIR)
10	Indonesia	Televisi Republik Indonesia (TVRI)
11	Iran	Islamic Republic of Iran Broadcasting (IRIB)
12	Kazakhstan	JSC Khabar Agency
13	Korea	Korean Broadcasting System (KBS)
14	Kyrgyzstan	Public Broadcasting Corporation of Kyrgyz Republic (KTRK)
15	Macau	Teledifusão de Macau (TDM)
16	Maldives	Public Service Media (PSM)
17	Mauritius	Mauritius Broadcasting Corporation (MBC)
18	Nepal	Radio Nepal (RNE)
19	Pakistan	Pakistan Broadcasting Corporation (PBC)
20	Pakistan	Virtual University Television Network (VUTV)
21	Qatar	Qatar Media Corporation (QMC)
22	Russia	Russian State TV and Radio Company (RTR)
23	Singapore	Benchmark Broadcast Systems
24	Sri Lanka	Sri Lanka Rupavahini (TV) Corporation (SLRC)
25	Thailand	National Broadcasting Services of Thailand (NBT)
26	Thailand	Thai Public Broadcasting Service (Thai PBS)
27	Turkey	Turkish Radio Television Corporation (TRT)
28	Turkmenistan	The State Committee for Television, radiobroadcasting and cinematography of Turkmenistan (TVTM)
29	Vanuatu	Vanuatu Broadcasting & Television Corporation (VBTC)
30	Vietnam	Voice of Vietnam (VoV)

ABU Academy identified priority areas and explores new educational trends



In line with the ABU's Three Year Action Plan, the academy is also seeking partnerships with international universities for articulation of courses and recognition of prior learning for course credits.

Microcredentials are on-trend

As the world is locked down during the Covid pandemic, there is more opportunity for people to study online and to stack a series of short low cost courses together to gain what is called a 'micro-credential'.

Microcredentials are a short, flexible and affordable way to update your skills in targeted areas. Through design of technology-enhanced learning, people can gain advanced knowledge and skills in a flexible learning environment. A recent BBC article <https://www.bbc.com/worklife/article/20200212-could-micro-credentials-compete-with-traditional-degrees> about microcredentials reported: "As the cost of a university education continues to balloon, many wonder whether the return on the investment is worth it and if there might be alternative paths to job success."

An article in University World News <https://www.universityworldnews.com/post.php?story=20190213103113978> cited an employer study that examined the growing need for continuous learning causing "an explosion of new educational credential offerings in recent years – ranging from online degrees and coding bootcamps, to technology certificates, digital badges, nanodegrees and MicroMasters."

The University of Melbourne <https://about.unimelb.edu.au/teaching-and-learning/innovation-initiatives/pedagogy-and-curriculum-innovation/micro-credentialing> explains that microcredentials "provide benefits beyond degrees and transcripts."



ABU Media Academy

ABU Academy Task Group members have enthusiastically taken part in virtual meetings this month to identify new training needs and integrate the academy into the ABU's administrative procedures.

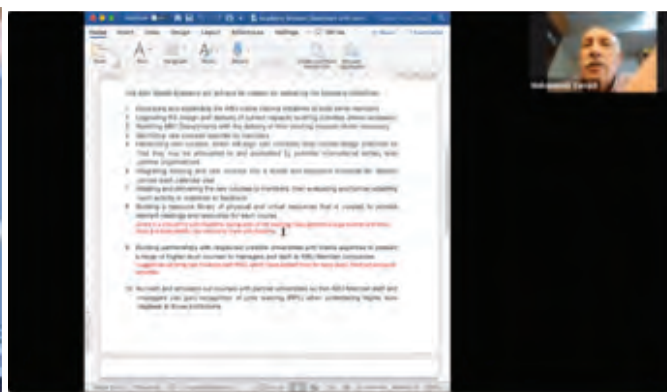
At this stage in the Academy's early development it is focusing on priority areas of Cinematography, Journalism, Management and Children's Media.

The academy is also developing a resource library that can be accessed from the academy website at www.abu.org.my/academy/resources-library. An annotated range of links have already been added, and we are looking for more, so if you have written or found an interesting article in the priority curriculum areas, please send it to academy@abu.org.my and it will be added to the list.

As well as the website, we are building up online courses using the Moodle Learning Management System. This will allow the Academy to progress beyond delivering just webinars and move to more complex higher level online remote training, with additional resources that are only available to those enrolled in courses.



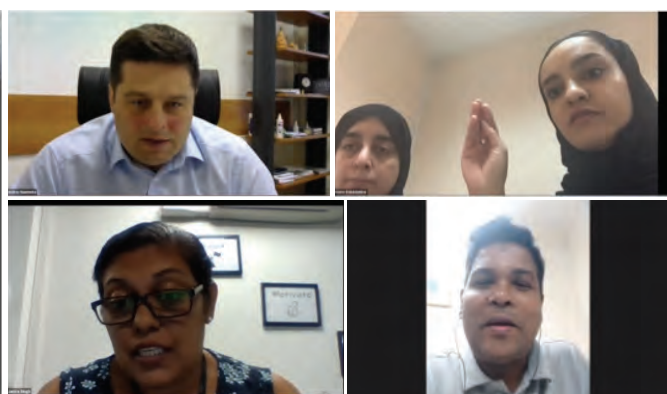
Prasar Bharati, India



IRIB, Iran



VUTV, Pakistan



Clockwise from top left: RTR, Russia; QMC, Qatar; NIMC, Bangladesh; FBC, Fiji

Short courses <https://www.afr.com/work-and-careers/education/boom-time-for-short-courses-20200806-p55j37> and microcredentials are booming, and are “set to become a permanent part of universities,” according to recent articles <https://www.afr.com/work-and-careers/education/delivery-of-microcredentials-set-to-be-a-permanent-part-of-unis-20200807-p55jl9> in the Australian Financial Review.

The ABU Academy's approach is in line with this new thinking about microcredentials, as we evolve existing courses and develop new ones. We will work to keep members informed about the latest thinking in this area through our publications and on the ABU Academy website.

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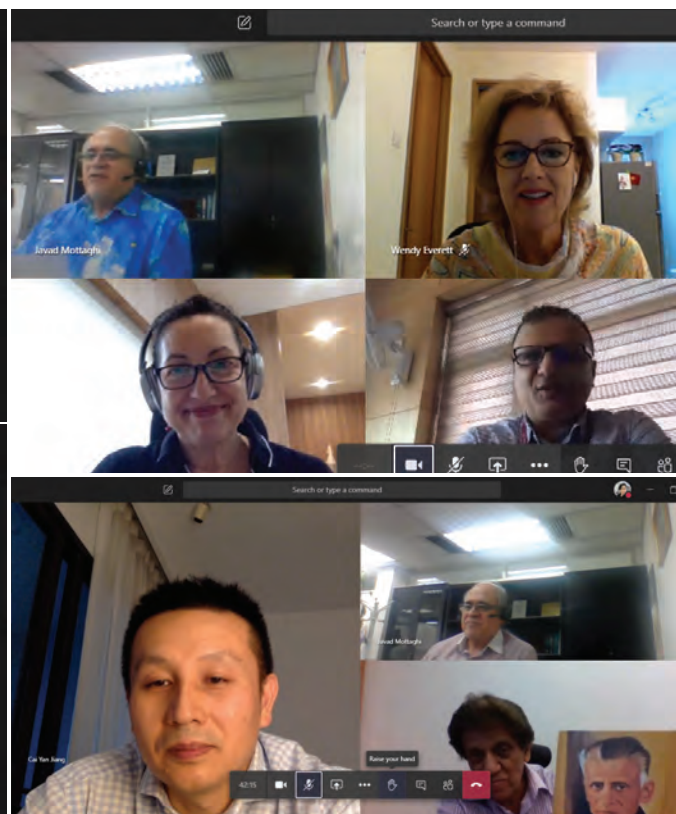
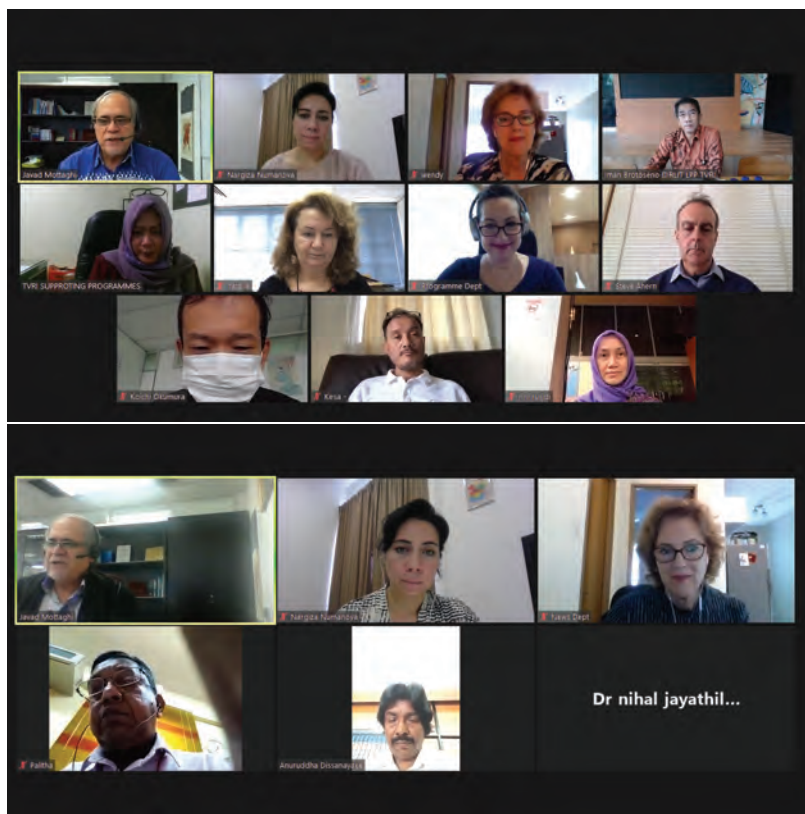
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Pathshala, Bangladesh



PBC, Pakistan



ABU Secretariat always in touch with CEOs through Online Meetings

In catching up with individual members on their needs, the ABU has reaffirmed its commitments to listening to members even though in person meetings are on hold. The Secretariat has conducted numerous online meetings so members voices and expectations can be heard, addressed and acted upon.

Forging ever-stronger partnerships, discussing strategies surrounding events and initiatives, various projects, the exchange of content, partnerships between members and just exchanging pleasantries and personal updates with members were all items discussed in the conferences. ABU takes great pride in knowing how its members are fairing in the new operational normal!

Online meetings in June-August 2020

PSM, Maldives – 23 June, 2020

Participants from PSM: Mr Alee Khalid, Managing Director; Mr Ibrahim Nasreen, Chief Commercial Officer; Zaain Zaheen, Senior International and Public Relations Executive

PBS, Philippines – 24 June, 2020

Participants from PBS: Mr Rizal Giovanni Aportadera Jr, Director-General; Mr Ariel Arturo V. Gumabon, MBA, Chief-of-Staff, Office of the Director General; Ms Rochelle Confesor, Executive Assistant | Radio Host, Office of the Director General

Khabar Agency, Kazakhstan – 25 June, 2020

Participants from Khabar Agency: MS Dinara Abakaeva, Head of International Relations Department; Mr Daniyar Tussupbekov, Manager of International Relations Department

MTRK, Uzbekistan – 25 June, 2020

Participants from MTRK: Mr Alisher Khadjaev, Chairman; Mr Gayrat Samatov, PA to the Chairman, Head of Department; Mr Laziz Djuraev, Deputy Head of International Relations Department

RNE, Nepal – 29 June, 2020

Participants from RNE: Mr Ashok Banskota, Executive Director; Mr Janardan Bista, Chief Editor & Chief of Training and International Relations

RRI, Indonesia – 29 June, 2020

Participants from RRI: Mr Rohanudin, President; Mr Ariza Dinga, Head of International Relations Department

Prasar Bharati – 1 July, 2020

Participants from Prasar Bharati: Shri. Shashi Shekhar Vempati, CEO, Prasar Bharati; Shri. Sunil, ADG (IR), Prasar Bharati; Shri. Raman Kumar, Director (IR), Prasar Bharati.



L-R: Ms Dinara Abakaeva, Head of International Relations Department of Khabar Agency-Kazakhstan; Mr Ismail Miakhail, Director General, RTA-Afghanistan; Mr Rizal Giovanni Aportadera Jr, Director-General, PBS-Philippines; Mr Alisher Khadjajev, Chairman, National TV and Radio Company of Uzbekistan (MTRK)

RTA, Afghanistan – 6 July, 2020
Participants from RTA: Mr Ismail Maikhail, Director-General; Mr Hematullah Niazmand, Foreign Relations Director; Mr Mustajab Malikzada, RTA Social Media Director

HUM TV, Pakistan – 7 July, 2020
Participants from HUM TV: Mr Akhtar Azeem, Senior Vice President

SLRC, Sri Lanka – 8 July, 2020
Participants from SLRC: Dr Nihal Jayathilaka, Chairman; Mr Palitha Senarath Yapa, Director/Sports; Mr Prasad Kaushalya Dodangodage, Director, News

Central Asian members/Russia/Belarus – 9 July, 2020
Participants from members: KTRK, Kyrgyzstan: Ms Nazik Chonoeva, Head of International Relations and Protocol Department, ABU liaison officer; Ms Svetlana Akmatalieva - Commissioning Editor and news anchor of "Ala-Too 24" news channel. MTRK, Uzbekistan: Mr Khaidar Khasanov - First Deputy Director of the 'Uzbekistan 24' TV Channel; Mr Anvar - Deputy Head of the Department for Coordination and Planning of Television and Radio Programs; Mr

Mr Laziz Juraev - Deputy Head of International Relations Department; Mr Nodir Uljabayev – Senior Manager of International Relations Department BTRK, Belarus: Mr Kirill Babkin, Head of International Relations Department Khabar Agency, Kazakhstan: Mrs Zhunussova Aigul, Programme Editor; Mr Daniyar Tussupbekov, Senior Manager of International Relations Department VGTRK (RTR), Russia: Mr Petr Fedorov, RTR Deputy Director General, Director of Foreign Affairs; Ms Julia Matiash, Director of «Sovtelexport»; Mr Alexey Perevoshchikov, ABU Liaison Officer, Deputy Director of RTR Foreign Affairs; Mr Vladimir Fessik, Deputy Director of RTR Foreign Affairs, Head of RTR International Relations; Mr Vladimir Zhdanov, Deputy Director of RTR Foreign Affairs; Mr Maxim Nikishkin, Head of Informational and Analytic Section, RTR International Relations

VBTC, Vanuatu - 14 July, 2020
Participants from VBTC: Mr. Francis Herman, CEO, Ms. Lilon Bongmatur, HR Officer, Ms. Malonie Albert, Head of News, Mr. Rick Malau, Executive Producer Television, Mr. Samuel Taffo, Executive Producer Radio

SBC, Samoa - 14 July, 2020
Participants from SBC: Ms Faiesea Matafeo, CEO, Mr Anthony Roebeck (Head of Operations)

MNL, PNG – 14 July, 2020
Participants from MNL: Ms Sheena Hughes, CEO, Mr Tau Gima (Content), Mr Morley Lewago (HR)

AUB – 14 July, 2020
Participants from AUB: Mr Gregoire NDJAKA, CEO, Ms. Evelyne Faye, Head – Marketing, Communication & Sales Dept., Ms. Audrey Kamsu, Coordinator – AUB PE Network, Ms. Irene Gaouda, Journalist & Researcher, Ms. Margaret KOMOL, Executive Assistant

ASBU - 17 July, 2020
Participants from ASBU: Eng. Abdelrahman Suleiman, ASBU Director General; Eng. Bassil Zoubi, ASBU Director of Technology; Mrs. Moufida Limam, Chief - ASBU Director General's Office; Prof. Ridha Najjar, ASBU Training Academy Coordinator; Eng. Samir Jemai, ASBU Head of New Media office; Mr. Ahmad Alachkar, Head of ASBU News Unit; Mrs. Asma Said, Head of TV Programmes Unit; Mrs. Feten Fradi, ASBU Director General's Office,

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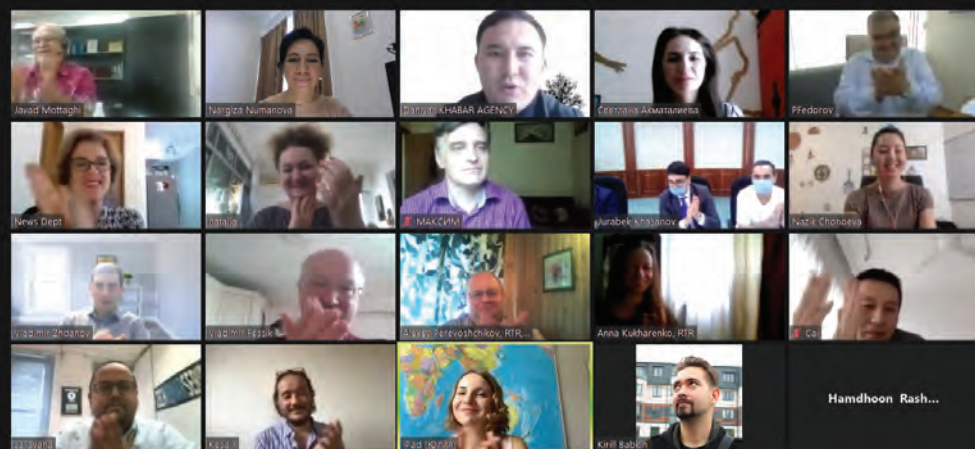
ABU conducts 84 Webinars in 5 months for member's benefit

Due to the new normal and like many organisations around the world, the ABU has maintained its strong ties with members utilizing the latest in workplace communications technology.

Modern technology has enabled the ABU Secretariat to connect and see each other and discuss perspectives of cooperation. The ABU Secretary General reported that the ABU is now in a position to offer more online service, training and advisory services to address member needs with regards to news, technology, and programming. In the meetings convened, he reminded members that the ABU can offer more and better online services in 2020 and face-to-face in-country workshops, once COVID-19 disappears.

Within the period of April – August 2020 the ABU conducted 84 webinars and no less than 4,728 participants attended these webinars. In Addition to that, AVN conducted several virtual trainings. He also reported that the ABU Media Academy started its service from 7th of July. Academy aims to support ABU departments to offer world class training to ABU members, and many more.

These brainstorming sessions with our members enable the ABU Secretariat to benefit from members' advice and learn about their strategy and actions to defeat COVID 19 and what the ABU can offer in partnership with members. It enables the ABU to adjust online services, webinars and virtual workshops based on member's needs. Asia – Pacific View (APV), Asiavision, Sports Exchange Network (ASN), Content Exchange Network, Music Exchange Network, and using APV platform to exchange content in the battle against COVID19 were common topics in all sessions. Future projects and Academy activities have also been discussed.



TVTM, Turkmenistan – 28 July, 2020

Participants from TVTM: Mr Arslan Ashirov, Chairman; Mr Annasahet Kakayev, Deputy Chairman; Mr Mukam Yazmuradov – Editor-in-chief of Altyn Asyr Channel; Mr Dovran Gyppgulyyev; Ms Maya Saparova – International relations department.

TBC, Tonga – 31 July, 2020

Participants from TBC: Ms Viola Ulakai, Chief Executive Officer

VOV, Vietnam – 6 August, 2020

Participants from VOV: Mr Ngo Minh Hien, Deputy President; Ms Nguyen Thuy Hoa, Director - International Cooperation Department; Mrs. Nguyen Thu Ha, Deputy Director - International Cooperation Department

TVRI, Indonesia – 11 August, 2020

Participants from TVRI: Mr Iman Brotoseno, President Director; Ms Lisa Setyadeviani, Division Head for News & Programmes Support; Ms Yurika, Sub Division Head for Co- Production and International Affairs

Fiji TV, Fiji – 11 August, 2020

Participants from Fiji TV: Ms Karen Lobendahn, Chief Executive Officer; Ms Takena Alexander, Manager HR and Company Secretary; Lisa Lave, Manager Sales and In-house; Mr Rakesh Chand, Manager Content and Pacific Services; Mr Robert Van Santen, Manager Engineering and Pactok; Mr Dreu Vukailagi, Manager News Current Affairs and Sports.

MTV/MBC, Sri Lanka– 18 August, 2020

Participants from MTV/MBC: Mrs Nedra Weerasinghe, Group Director; Mr Suranga Jayalath, ABU IPLC Chairperson/ Legal and Group Director; Ms Damayanthi Pathirana, Director - Acquisitions & Programmes, LO/a focal point



Manuel Gonçalves Pires Júnior, Executive Committee Chairman of public broadcaster TDM



Ms Lo Song Man, is the new Vice-Chairman of Board of Directors and Chairman of Executive Committee of TDM

Chairman of TDM Macau retires

Manuel Gonçalves Pires Júnior, Executive Committee Chairman of public broadcaster TDM, retired in September after a long and prosperous career dedicated to public service.

Mr Pires started his career in 1983 with the Macau Government Tourist Office (MGTO) as a Senior Promotion Officer where he quickly rose through management positions such as Head of the Promotion Department and Head of the Licensing and Inspection Department.

From 1988 to 1990 he served as Head of the Public Relations Division of the Macau Municipal Council and from 1997 to 2000 as an Advisor in the Macau Legislative Assembly. In 2000 he was appointed Deputy Director

of MGTO, a position he held until his appointment to TDM in 2014. At the time of his retirement from TDM, Mr Pires had worked as a civil servant for almost 37 years.

Since 1st September 2020, Ms Lo Song Man has been appointed as Vice-Chairman of Board of Directors and Chairman of Executive Committee of TDM – Teledifusão de Macau, S. A. Ms Lo

Dr Javad Mottaghi, the ABU Secretary General, stated that the ABU / TDM partnership was immensely enhanced, expanded and strengthened under the leadership of Mr Pires: “I express my congratulations and appreciation to Mr Pires for his outstanding contributions to the ABU including his efforts in driving the plans and

initiatives approved by the ABU Administrative Council meetings, his valuable participation in the ABU General Assembly and associated events, and the hosting of several ABU initiatives, during the long-standing and continuing partnership between the two organisations under the stewardship of Mr Pires”.

“On behalf of the Asia – Pacific Broadcasting Union I wish Manuel all the best in his future professional career and in his personal life and I congratulate Ms. Lo on taking the helm of our long time member, TDM Macau.” said Dr Javad Mottaghi.

Ms Lo Song Man, is the new Vice-Chairman of Board of Directors and Chairman of Executive Committee of TDM. Ms LO was appointed on 1th September 2020, before that she was the Director and Member of Executive Committee of TDM.

Ms Lo holds a Bachelor of Law Degree in International Journalism & Communications from Jinan University, Master Degree in Management Studies from Macau University of Science & Technology, PhD from Journalism & Information Communication School of Huazhong University of Science & Technology.

Ms Lo is also the Chairman of Macau Journalists Club and the Vice-Chairman of Macau Media Workers Association.



Jeff H.C. Kim
Jeff, a Broadcast Rights Manager at ABU, has moved on from working at the ABU Secretariat. Before joining ABU, he was the Union's main contact person for KBS Sports in Korea.

After almost 5 years of working in ABU, **Ms Qairunnisa Ahmad Noor Ridi**, ABU Programming Department will be leaving the Secretariat.

One of the things that she said she will miss about working in ABU is the opportunity to work with the Members of various countries and cultures.

She said they have always shown her great hospitality and patiently rendered assistance and cooperation whenever she needed them.



Comings and Goings

She joined the ABU's Programme Department as Team Assistant in March 2016. Everyone at the Secretariat wishes her well in her future endeavours.



New Systems Support Officer, Mr. Muhammad Hafiz Samsudin

The ABU would like to welcome our new Systems Support Officer, Mr Muhammad Hafiz Samsudin. Prior to joining ABU, Hafiz worked as a Technical Support Engineer for an IT consultancy company. He is a Malaysian and holds a Bachelor Degree in Information

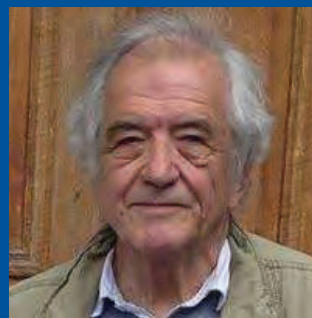
Technology (Information System) from Universiti Tenaga Nasional with 8 years of experience in the IT industry.

GUY-ALAIN THIOILLIER, Friend of the ABU Passes 1934 - 2020

Contributed by Dr. Martin Hadlow

It was with sorrow that we learned of the recent passing of Alain Thiollier, a respected expert from France and friend of the ABU who did much to advance media development, international understanding, and freedom of expression in many parts of Asia.

For several years in the 1980s/90s, Alain was based in Kuala Lumpur as a specialist of the French Government. In this role, he initiated and managed training programmes which were of benefit to ABU members throughout the region. At the same time, Alain developed projects to introduce new media technologies from his home country, primarily through the expertise of professionals from the Institut National de l'Audiovisuel (INA) in Paris. He also spent quite some time working in the Lao PDR and Vietnam, where he was particularly supportive of training programmes for young broadcasters.



Alain's love of Asia could be traced to the 1960s when he was based in Afghanistan as an Attaché at the Embassy of France in Kabul. His love of the country and his cultural and social experiences during his posting were so intense that he initiated AFRANE, an NGO which linked the peoples of Afghanistan and France. In later life, Alain and his wife, Christiane, established L'Asiathèque, a Paris-based publishing house specializing in books on Oriental languages and societies.

All who met Alain recognized him as a gentle soul, a person of warmth and integrity, and an intellectual whose life straddled the cultures of both Asia and Europe with ease. The quality of his work in Asia and his positive linkages with the ABU stand as testament to his commitment.

Sadly, Alain Thiollier passed away in Paris on the 13th August 2020 in his 86th year. Vale dear friend.

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