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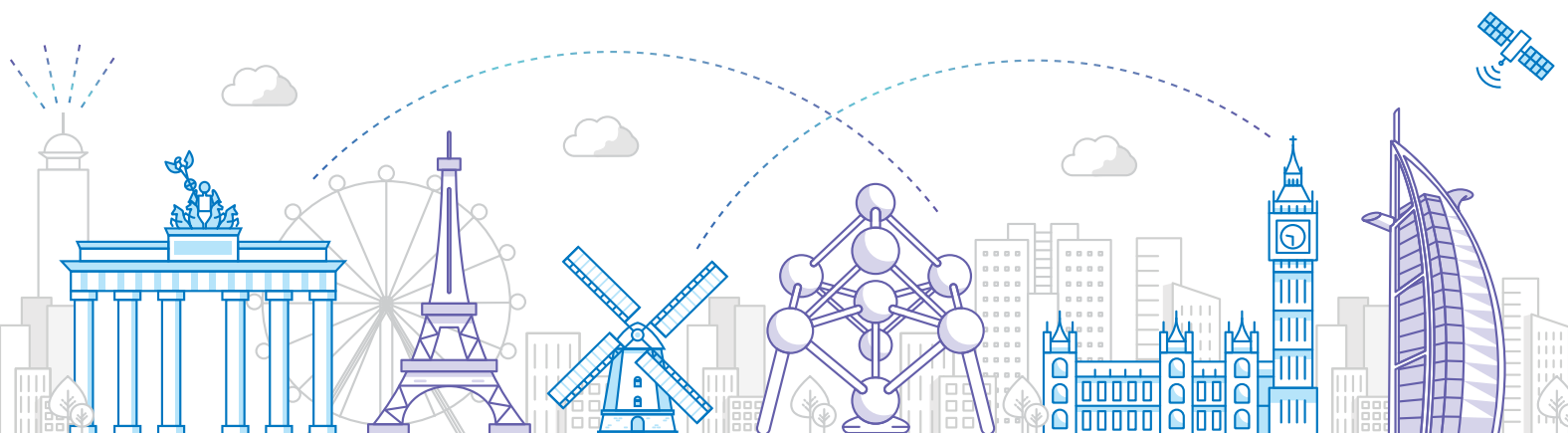
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ABU DBS 2021



YB Dato Saifuddin Abdullah, Minister of Communications and Multimedia- Malaysia, and Dr Javad Mottaghi, ABU Secretary General,

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Welcome to the first edition of ABU News for 2021! In it, we bring you all the latest news, events and happenings from the secretariat and from the ABU family around the world. Like last year, most ABU activities for 2021 are again being conducted virtually.

On 30 March, we held our ABU CEOs Talk - MOVING AHEAD: MEDIA LESSONS FOR FUTURE CHALLENGES. Both virtual sessions were conducted as a conversation between the moderator, panellists and the online audience. Sessions were moderated by the ABU Secretary-General Dr Javad Mottaghi and the esteemed panellists included CEOs of national broadcasting organizations from the ABU's ever-growing membership.

In this edition we also feature the ABU annual flagship event, the DIGITAL BROADCASTING SYMPOSIUM (DBS). Monday, 5 April saw the official opening of the 2021 Symposium broadcast virtually from Kuala Lumpur with the theme "Inspire, Engage and Enhance." The three-day long virtual conference enabled thought-provoking discussions, industry insights, technical presentations and lively debate. Some 700 engineers, IT managers, producers and media professionals from 74 countries representing 340 organizations registered for this year's symposium. All four days of the DBS featured multiple conference sessions and workshops presented by more than 50 professionals from around the region.

ABU members and broadcasters worldwide have been working literally around the clock to serve their audiences amidst the ongoing deadly COVID pandemic. It is a necessity to adapt to the 'new normal' and formulate future plans accordingly. We bring you the key discussions within this topic from the DBS event to the pages of this magazine.

From February 2021, the ABU Secretariat began circulating a short monthly CEO briefing - The "ABU Executive Update", which will provide our Members' CEOs with a 1-2 page summary of major ABU monthly activities. This is in addition to the ABU monthly report that goes to members of the Admin Council, Planning and Strategy Group and chairpersons of the ABU Committees.

The ABU, in collaboration with Challenge Optimum SA, organised a special webinar on Human Resources Management for HR managers. In this webinar, HR management best practices were discussed and analysed, including how to cope with the COVID-19 pandemic from a Human Resources management perspective.

In addition to all this, the ABU held many other online workshops - from content for social media to doing make-up for presenters - training sessions and meetings, keeping in touch with and providing services to our diverse membership body. In this edition we bring you up-to-date news and information to keep you connected with what is happening in the ABU family of members.

UPCOMING EVENTS 2021

- Central Asia Media Forum 2021, Dates TBC, Tashkent, Uzbekistan
- ABU Digital 2021, 26 – 27 May 2021, Online
- Media Summit on Climate Change Adaptation & Disaster Risk Reduction and Contest on Climate Change and DRR content 2021, Dates TBC, Maldives
- ABU-RAI Days, 14 & 15 June, 2021 Online from Milan, Italy
- The Global News Forum 20 – 22 September 2021, Sarawak, Malaysia
- Pacific Media Partnership Conference TBC, Vanuatu
- Women With theWave Forum November 2021 – Hanoi Vietnam
- ABU GA 2021: November 22-27 2021 Hanoi - Vietnam
- RadioAsia Conference and Media 2020: Dates TBC, Bali, Indonesia
- Global Summit on Media for Children, 10-11 December, 2021, Indonesia

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



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Malaysian Minister Gives Speech at Opening of 2021 DBS



At the virtual opening of the online Digital Broadcasting Symposium, YB Dato Saifuddin Abdullah, Minister of Communications and Multimedia- Malaysia, spoke to attendees on the occasion. Below is a copy of his welcoming speech

Ladies and gentlemen, today we face unprecedented times. We not only face a technology boom, but we also face the democratization of creative content, where content can be produced by anyone, anywhere, at any time – far cheaper than ever before. There are so many more alternatives to tv and radio with a plethora of products and platforms available for entertainment on a global basis with consumers using a variety of devices to enjoy new forms of over the top (OTT) video and music streaming services. New players, formats and usage patterns continue to evolve on a daily basis.

All this, while also facing a global pandemic where the spread and broad cast of reliable, accurate and trusted information has never before been more crucial for our survival. Broadcasters today have had to face

the challenge of keeping its audience and to some extent deal with the frailty of their business models in these uncertain times. Therefore it is timely that we come together this week to discuss our experiences after just over a year of having experienced the New Normal. For us, the New Normal has set the whole nation towards digital transformation.

Our Prime Minister recently launched MYDIGITAL a new and comprehensive approach designed to anchor the country's digital economy by 2030 which will be executed by Malaysia's Digital Economy Blueprint.

Among our first focus in the Blueprint is on digital infrastructure. Over the next five years, a total of RM70 billion is expected to be invested. The key digital infrastructures are local and



One of the things we are looking into at the moment is the upgrade of RTM's Angkasapuri Broadcasting Complex into a Media City in line with the rapid advancement of broadcasting technology and international digital broadcasting standards, with the aim to provide a high-tech, state-of-the-art broadcasting infrastructure in line with the government's aspiration to develop digital television broadcasting services. Hybrid Broadcast Broadband TV, cloud technology, Artificial Intelligence, machine learning, and remote production digital technology are just some of the areas Media City will allow us to look at more seriously in the coming years.

OUR HOPE FOR ABU's DBS 2021

With that, it is my hope that this year's Symposium allows us to focus on the next stage of digital transformation which involves utilizing the talent, infrastructure and technology in the market today whether in the form of digital products, solutions or services, to accelerate what we are already doing and what we need to do to remain relevant and resilient. While also taking into account among others, how to attract, develop and sustain talent, new jobs and trends in employment, emerging technologies, and marketing and branding strategies in order to be more connected with the people.

Never before has it been more important for us to share experiences, exchange information, improve skills, develop technologies, and work towards a coherent and harmonized set of systems and standards for our industry. An ever-expanding range of technologies is now on the market, providing broadcasters with important new opportunities. There are many such inspirational stories and inventive approaches that broadcasters have adopted that are worth sharing and learning from.

I commend the ABU's initiative in bringing its annual Digital Broadcasting Symposium 2021 as a virtual event to all its members and media enthusiasts from over 70 countries. May this week "Inspire, Engage and Enhance" our digital transition, as we overcome unprecedented challenges amid this global pandemic.

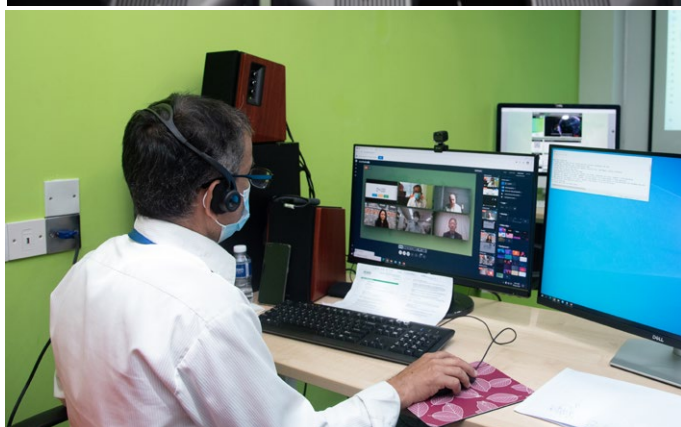
international connectivity, cloud services and data centres. Part of this initiative falls under the purview of the Ministry of Communications and Multimedia, which together with various government agencies and major industry players launched JENDELA - the national digital infrastructure plan. This joint initiative aims to ensure every Malaysian has quality internet connectivity, narrowing the digital divide.

JENDELA will be rolled out in phases over the next few years, with Phase 1 already in motion. This phase will see us shutting down 3G, expanding the current 4G nationwide footprint and getting our networks future-ready for 5G, which we have also expedited with the incorporation of Digital Nasional Bhd (DNB), the special purpose vehicle (SPV) that will undertake the deployment of the 5G infrastructure and network nationwide. By 2025, every Malaysian household, school and enterprise is expected to be connected digitally via the Jendel project, where a total of RM21 billion will be invested by the government and private sector. No Malaysian will be left behind.

Key digital enablers such as Digital ID, Digital Government and Data Sharing Frameworks, and an effective implementation of cyber resilience policies including Malaysia's Cybersecurity Strategy 2020-2024 are also being put in place – in line

with ASEAN's Digital Masterplan 2025 launched here earlier this year. In keeping up with these national and international initiatives, our national broadcaster RADIO TELEVISYEN MALAYSIA (RTM) is also embarking on its own transformation plan. Transformation plans at RTM are designed every decade to ensure services are up-to-date, with research conducted to serve changes in the broadcasting industry especially when it concerns users and audience preferences.

Over the last 75 years, RTM has come a long way to serve Malaysia's pre-Independence audiences, and then the baby boomers, generations X, Y, the millennials, and all generations yet to be defined by social science. With 34 radio stations broadcasting in 24 languages, and 6 television channels, RTM has joined the bandwagon in delivering programmes on the new media platform including OTT services. We owe it to programs such as this Symposium and other platforms for international cooperation which have contributed immensely to our success thus far, so on behalf of Malaysia I would like to convey our warmest welcome and our thanks for coming together annually since 2005: experts, solution providers and creative thinkers to share thoughts and discuss developments around the industry in content creation, management and delivery.



ABU Digital Broadcasting Symposium (DBS) 2021



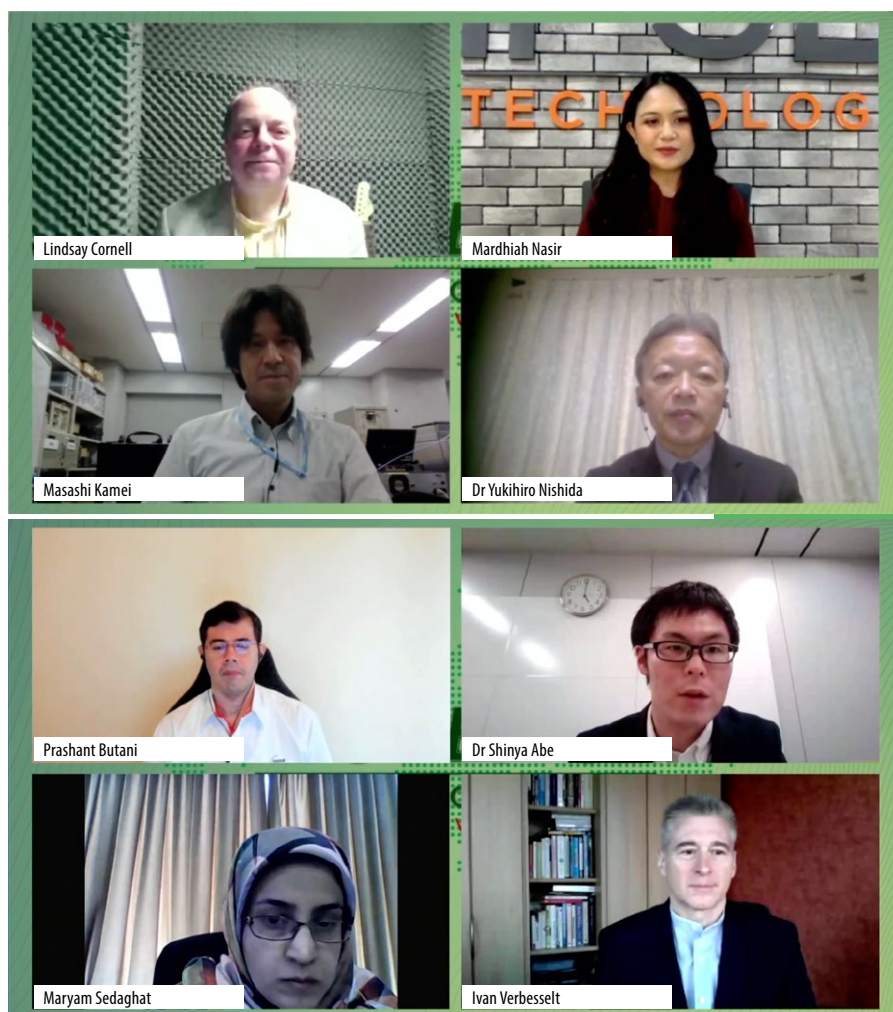
The ABU Digital Broadcasting Symposium (DBS) 2021 was successfully held from 5 to 8 April 2021 in Kuala Lumpur, Malaysia with thirteen sessions and three workshops conducted by eminent panellists from around the globe.

Themed Inspire, Engage and Enhance, the virtual conference was opened by YB Dato' Saifuddin Abdullah, Malaysia's Minister of Communications and Multimedia.

Technological change is now part of a new media landscape, where broadcasters need to adapt to the fast-paced changing ICT environment and adopt emerging technologies to keep up with the needs and expectations of their audiences, whilst at the same time maintaining quality of service for broadcasting. Three significant emerging media strategies for the next generation were emphasised, namely

architecting of infrastructure, bringing in an orchestrator and ensuring content availability. When content is made available for consumption via multi-platforms, this also offers the best opportunity for broadcasters to increase a wider set of viewers, specifically the younger generation, without the broadcasters having to compromise their core values in the process of doing so.

During the COVID-19 pandemic, there has been a solid growth in digital audio consumption where radio stations across the world have transformed into multiplatform content providers. The rise of radio usage was also due to the boost in key partnerships and collaborations which has improved the accessibility of radio, thus reaching out to new audiences and increasing revenue streams. Radio has also been in the forefront to deliver important messages concerning health matters



pertaining to the pandemic and also acts as an education channel during the challenging pandemic times.

Up-to-date techniques to develop equivalent applications on OTT and IBB systems for the expansion of broadcasting services were shared during the conference. Without doubt, OTT and IBB technologies have proven to enable a high level of interactivity for the broadcasters, and providing them the ability to offer on demand services. However, broadcasters continue to be faced with several challenges and key issues in the implementation of OTT and IBB services within their workflows and delivery portfolio. Recommendations on how to address these technological advancements and the impact they have on the industry, were also discussed during the conference.

Unquestionably, cloud is revolutionising the media industry, and broadcasters were

urged to effectively and efficiently plan ahead to keep up with changing trends; amongst others, to select an appropriate setup, to seek solid partnerships, and to enhance coverage, promotional activities and engagements with various radio stations without compromising their focus on audio quality. Today, traditional broadcasters have shown a lot of interest in 5G broadcasting, however, before delving into this new technology, it is advisable that they look into matters pertaining to their delivery objectives and consumer investment.

In the world of media, AI and machine learning are popularly used now as it improves customer experience while at the same time lowering costs and driving revenues for broadcasters. As new monetisation models, AI and machine learning are utilised for the discoverability of archive and new content.

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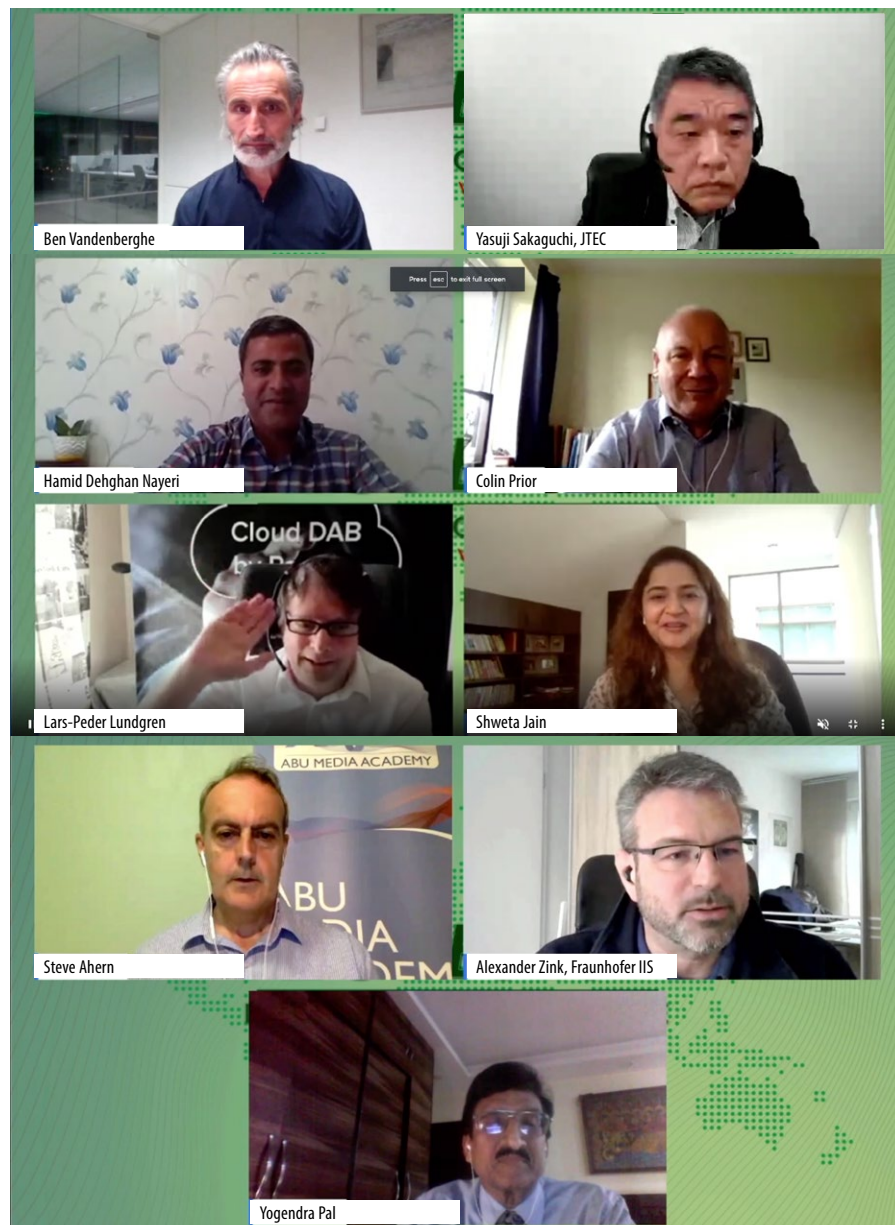


As an important lesson learned from the pandemic, broadcasters should take every step to enhance their media security and disaster preparedness in case they need to face future catastrophes. Investing in the automation of IT infrastructure is not only intended to ease a broadcaster's daily operations, but it is about making their infrastructure secure. AI is not something to be considered for the future, but it is already here today, and offers tremendous opportunities for the media to be technologically transformed to meet the expectations of today's audiences. Some key issues to be considered when developing media security and disaster preparedness is having a proper architecture, policy checks and security balance.

When speaking of a crisis such as the pandemic, it is crucial for all human and technical services to be prepared and well-coordinated. As a front-liner in media services, broadcasters play a central role in the coordination of crisis management operations. Therefore, developing media technologies for crisis management via established sets of standards and systems, for example an emergency warning broadcast system, will ensure that the dissemination system is efficient and reliable.

Another interesting insight during the conference was on the applications of AI and Big Data in media. As an example, machines are now being built, capable of emulating human behaviours through the use of human senses and data interpretation, such as the Human Computer Interaction (HCI). Because of the interception between the growth of AI and videos especially in the creative world, digital tools have also been developed for ease and convenience of various uses, which include video storage, video editing and voice conversion.

The discussions then moved on to the technologies and strategies for a successful digital radio rollout, where one of the ways forward is to plan for a Smart Radio, considering how essential Smart Radio will be in the future. 5G Smart Radio is where broadcasting is done without the presence of human presenters or editors, while still allowing broadcasters to stay in control of their broadcast. As the current FM band is now full, the solution would be



to add new digital channels and build multi-channel audio services.

Another fascinating highlight from the conference was on the topic of IP technologies and remote production. Business continuity with remote workers is now a new normal, wherein several advantages to this model are its full mobility, enhanced collaboration and AI assisted production. Real case studies of remote productions from reporter contribution to full remote productions were shared with the conference's participants.

In regards to advanced audio and streaming technologies, it was highlighted that object-based approach in Next Generation Audio (NGA) will offer richer immersive experience, better user control and a variety of set-up to the consumer audience, however some issues that need to be taken into account are that of its complexity, power consumption and use of renderers.

With the advent of streaming radio technologies, broadcasters will also be able to insert advertising in their streaming and podcasts.

The panellists then discussed the developments and applications of 5G in the media, as a replacement for DVB-T2. The development of future 6G wireless networks will also mean that new architectures will need to be designed to bring delay-sensitive AI applications to the end user, pushing for a major integration and distributed optimisation of communication, computation, caching and control resources. Meanwhile, researchers are continuously studying the evolution of wireless broadband to best approach the future generations of broadcast technologies.

In discussing the implementation of NextGen technology, the panellists presented on the approaches towards HDR video assessment, and Global



Harmonization of NextGen TV service. An important note was that the implementation of a global IBB exchange platform worldwide would be able to offer one source with multi uses, low in costs, easy in its operations, and ultimately provides long-term solution to save lives. The broadcasting world is heavily experiencing a revolutionary transformation as a result of the advancements of technologies arising out of digitalisation. Perhaps one of the biggest changes occurring across the broadcasting industry globally, is how convergence has impacted the sector of broadcast and telecommunications. In light of this, broadcasters need to continuously find innovative ways and methods to disseminate content to their audiences using new and advanced delivery methods, and to upskill their employees so that they have the necessary additional skills to perform their job better while keeping pace with the latest trends and developments within the industry.

In the final session, the panellists discussed the future of media delivery, specifically pertaining to the key challenges faced by broadcasters in reaching the flourishing connected devices, competing with the offerings of streaming platforms, ensuring prominence of services, and transitioning towards a seamless hybrid offer. Based on the Malaysian OTT Market Trends and Monetisation Strategies for 2021, it was reported that 52% of Malaysians will watch ads, with

half of them indicating their agreement to have some ads but with the payment of a lower fee, and the other half indicating their agreement to have more ads but refusing to pay a fee. The figure signifies the openness of Malaysian viewers towards ads, particularly for a specific content. Moving forward, in regards to advertising, advertisers should consider the concept of a subtle strategy when advertising, finding value with sponsorships and other forms of collaborations, and empowering users by giving them a choice to discover and consume the content.

One of the key highlights of the conference was an industry debate, where several panellists shared their experiences on how they overcame the challenges brought by the COVID-19 pandemic. The session gave an opportunity for the panellists and participants to learn from the experiences of others.

The ABU DBS 2021 was also an opportunity for the conference's sponsors to organise three workshops for the participants. The workshops provided updates on standards and solutions available for affordable DAB+ consumer receivers; presented DRM's solution for distance learning via the Digital Radio DRM; and offered a demonstration on how Dalet Remote Editing addresses remote production and editing workflows.

The ABU CEOs TALK | 30th MARCH 2021

MOVING AHEAD: MEDIA LESSONS FOR FUTURE CHALLENGES



SESSION 1: MEDIA LESSONS FOR FUTURE CHALLENGES

Moderator: **Dr Javad Mottaghi**, ABU Secretary - General

Panellists:

Ms Sheena Hughes, Director-General, EMTV, Papua New Guinea
Mr Hirotsugu Usui, Senior Expert of Media Strategy & Planning Office, TBS, Japan
Mrs Ambreen Jaan, PBC Director General, Pakistan
Mr Yerlan Bekkhozhin, Chairperson of the Executive Board, Khabar Agency, Kazakhstan
Mr Alexey Nikolov, Managing Editor, Russia Today Channel, Russia

On 30th March, the ABU held its ABU CEOs Talk- MOVING AHEAD: MEDIA LESSONS FOR FUTURE CHALLENGES. Both virtual sessions were conducted as a conversation between the Moderator, Panellists and the Audience. Sessions were moderated by the ABU Secretary General Dr Javad Mottaghi and the esteemed panellists included CEOs of national broadcasting organizations from ABU's membership.

ABU members as well as broadcasters world-wide have been working literally around the clock to serve their audiences amidst an ongoing deadly pandemic. It is a necessity to adapt to the 'new normal' and formulate future plans accordingly. In this session, our panellists and decision makers, shared their insights and perspectives about their plans for the new normal and beyond the pandemic. What will change forever? Will anything stay the same?

Dr Javad Mottaghi opened the panel by welcoming all participants to the ABU CEO's Talk themed Moving Ahead: Media Lessons for Future Challenges.

Kicking off Session 1, **Ms Sheena Hughes**, Director-General, EMTV, Papua New Guinea firstly commended the efforts of the ABU Secretariat to offer training to broadcasters in sustaining their mobility during the COVID-19 crisis. She said that during the pandemic, they collaborated with medical front-liners to promote initiatives and awareness to the public via their TV and online platforms. Significant developments are now in place, with the building of TV towers and satellites to facilitate an equal media reach to all citizens of Papua New Guinea. To retain viewership, they have also diversified their programmes to adapt to an online



From top left: Dr Javad Mottaghi, ABU Secretary - General; Ms Sheena Hughes, Director-General, EMTV, Papua New Guinea; Mr Hirosuke Usui, Senior Expert of Media Strategy & Planning Office, TBS, Japan; Mrs Ambreen Jaan, PBC Director General, Pakistan; Mr Yerlan Bekkhozhin, Chairperson of the Executive Board, Khabar Agency, Kazakhstan; Mr Alexey Nikolov, Managing Editor, Russia Today Channel, Russia

platform, disseminated in over 800 local languages. Moving forward, she said *"challenges brought by the pandemic have broadened our horizons, made us think outside the box and forced us to be innovative and look at our business and our industry in a whole new light"*.

Mr Hirosuke Usui, Senior Expert of Media Strategy & Planning Office, TBS, Japan said that results of a media research on Japan's TV usage patterns have shown that it was the highest in the past decade, including an increase in work-from-home male TV viewers aged between 35 – 49. Advertisements on VOD services are growing by 13.3% which shows a potential increase in Japan's OTT platform. He believed that it was critical for traditional broadcasters to survive in the industry, and one way was to continuously refresh their content by producing new programmes to compete with the likes of Netflix and Amazon. The pandemic has certainly accelerated the transformation of Japan's broadcasting world, and strengthened direct relationships between the broadcasters and their publishers, agencies, advertisers and viewers, hence he said that broadcasters should *"rebuild and reinvent to optimise ourselves to the ever-changing society"*.

Their collaborations with the Ministries, health experts and charity organisations have allowed them to engage with their audiences and deliver important messages, according to **Mrs Ambreen Jaan**, PBC Director General, Pakistan. Despite not having a full workforce, they have strengthened the presence and sustainability of their radio platform and were able to keep pace with other platforms. The pandemic has undoubtedly brought a change for the better, as radio has grown in terms of acting as a bridge to reach out to communities such as the underprivileged, and offering more

programmes on the empowerment of women, transgenders and special kids. She said, *"Pakistan and our organisation can be strengthened only when we preserve our differences; people from all faiths and religions have always been and will always be dear to our hearts and we will always be connected"*.

Mr Yerlan Bekkhozhin, Chairperson of the Executive Board, Khabar Agency, Kazakhstan started by saying that *"the pandemic has forced us to face a number of challenges that have taught us many important lessons to deal with the new realities"*. They have learned to adapt to mobility and new processes, and moving forward, co-working spaces will be initiated to save costs and to encourage a work-life balance for their employees. He added that as TV has become a crucial source of trusted information during the pandemic, it was vital for media platforms to deliver accurate and verified content, and develop strengthened cyber security platforms.

Despite noting the dominance of Western media, **Mr Alexey Nikolov**, Managing Editor, Russia Today Channel, Russia said that the Internet has given unlimited access to the world, therefore offering more sources of information for audiences worldwide. Whilst media contribution is necessary to ease tensions arising out of regional conflicts, the media should report their news objectively and maintain professional standards in their reporting. In addition, they should also portray a human side, and see the world through the eyes of the people who are suffering. There will always be risks in relation to news gathering, production, distribution and management, therefore broadcasters play a key role in ensuring the delivery of precise and verified content. He believed that there is a future in journalism with a change in mindset, where he said that *"in today's world, your thinking should be 86,407 seconds per day...that should be our mindset"*.



SESSION 2: MEDIA LESSONS FOR FUTURE CHALLENGES

Moderator: **Dr Javad Mottaghi**, ABU Secretary - General

Panellists: (Photos from top)

Mr Ibrahim Eren, ABU President, Chairman and Director General, Turkish Radio Television Corporation (TRT), Turkey

Mrs Nedra Weerasinghe, Group Director- Electronic Media Business MTV/MBC - The Capital Maharaja Group, Sri Lanka

Mr Peter Limbourg, Director-General, Deutsche Welle, Germany

Mr Shashi Shekhar Vempati, ABU Vice President, Prasar Bharati CEO, India

Mr David Jordan, Director of Editorial Policy & Standards, British Broadcasting Corporation (BBC), United Kingdom



Mr Ibrahim Eren, ABU President, Chairman and Director General of TRT (Turkish Radio Television Corporation) started the panel discussion of Session 2 by remarking that the hardest issue during the pandemic was dealing with the safety of their colleagues without compromising the role to provide information to their audience. Despite the transformation of their business plans and organisational developments, TRT's core principles and values remain. From the perspective of unions, he said *"the pandemic has strengthened the relations between public service broadcasters, where we were able to exchange content, and discussed how to progress forward together"*. As ABU President, he welcomed international partnerships within ABU, EBU and other broadcasting unions, and thanked Dr Javad Mottaghi and the ABU Secretariat for their efforts in conducting online conferences, giving members a platform to exchange views and opportunities. Despite restrictions, the pandemic has shown the advantages and strengths of all public service broadcasters in overcoming challenges, and he was delighted to note that the ratings and audience measurements of public service broadcasters worldwide have increased.



While noting the difficulty of working in isolated multitude entities, **Mrs Nedra Weerasinghe**, Group Director- Electronic Media Business MTV/MBC - The Capital Maharaja Group, Sri Lanka affirmed that it was critical for public service broadcasters to adapt to digital media to reach out to their audiences. Reporting on being relevant and accessible, she said that as the largest media network in Sri Lanka, it was important for them to understand the dynamic competitive landscape, and move towards being nimble, flexible and diverse whilst still maintaining their core values. She quoted, *"as a central lesson of this crisis, it revealed hidden talent and unseen qualities in staff, and gave us the opportunity to recalibrate the team and recognise their strengths"*.



Mr Peter Limbourg, Director General of Deutsche Welle, Germany said that one of the key lessons learned during the pandemic was the high level of trust placed on their employees as payback towards the energy and skills utilised by them when tasked to operate from home.

Dr Javad Mottaghi then asked, *"In light of Pope Francis' recent visit to Iraq where he met Grand Ayatollah Ali al-Sistani, what role do you think the media could play in encouraging inter-cultural understanding between nations?"* In response, Mr Peter



Limbours said, *"the visit was really important to bring different beliefs closer together. It was a successful visit and a good move from the Pope and Grand Ayatollah to meet. We as media have a role to inform, this is the most important thing we do, and information means better understanding of each other. We consider ourselves not as teachers, but also as a bridge between cultures. I think this is a role that international media always had, and in the light of this pandemic, this is an even more important role in the future".*

He also felt that a free flow of information will facilitate journalists in sourcing and sharing verified content with the public at large, which is the most effective way of achieving unbiased journalism. In clarifying whether the media acts as an agency against fake news, he explained that, *"we have an important role, not as somebody who is actively fighting against it, but to have a broader view and inform correctly, and correct ourselves if we have done something wrong".*

Mr Shashi Shekhar Vempati, ABU Vice President, Chief Executive Officer of Prasar Bharati, India said that in adapting to an evolving situation, improvisation and adaptation must be built into emergency response measures to achieve agility. As the advancements of technology allow media to bring cultures together,

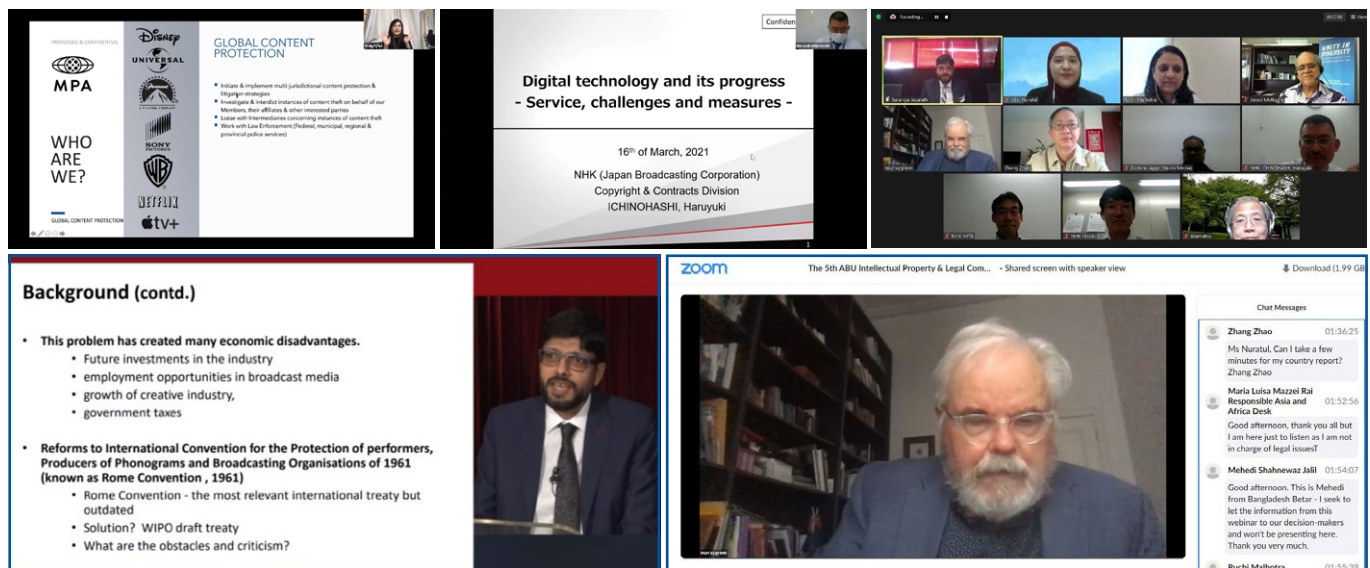
he said that *"it brings a certain level of introduction and familiarity with different cultures, and in that sense, media plays a great role with new digital technology, in bringing cultures closer".* Notwithstanding this, public service broadcasters must take note of the counter phenomenon, on issues relating to cultural appreciation and sensitivity. He added that the media is guided by a set of values and goals that go beyond commercial interests, and commended ABU for their efforts in bringing together the public service broadcasters towards ensuring this.

Mr David Jordan, Director of Editorial Policy & Standards, British Broadcasting Corporation (BBC), United Kingdom said that radio, quoting the example of BBC Radio, had played a critical role in disseminating information and generating a sense of companionship during the pandemic lockdowns. *"Traditional media is critical in combating the threat of disinformation and fake news...and there has been a move back to quality and trustworthiness,"* he said. There is a fine line between serving public interests and performing well in ratings, however that does not mean that one should be prioritised over the other. He concluded by saying that the centrality of public service broadcasters worldwide as a trusted source of news and media shows how critical it is for them to be flexible and to have cutting-edge technology.

The panellists agreed that the demand for educational programmes have increased during the pandemic, and that they have intensified their efforts to play a role in education. It was also a consensus amongst panellists that digitisation was the key to the future of broadcasting, and that the media must accentuate their digital presence to ensure a better reach and connection with their audiences.

In closing the session, the ABU President Mr Ibrahim Eren said that, *"as public service broadcasters, we always need to prove ourselves, and in the changing environment, we need to increase our commercial and international revenues, and this is our biggest challenge in the coming decades".*

Dr Javad Mottaghi then proceeded to end the session by thanking the ABU President, the panellists and all participants. He invited all ABU members to submit their entries to the ABU Awards on Peaceful Initiatives for TV, Radio and New Media, which will be launched in April 2021, and concluded that *"as a regional organisation, this was ABU's efforts to create and strengthen a better situation, understanding and tolerance amongst stakeholders, and show examples that we can bring from a broadcasting perspective that produces the building of initiative programmes on community, regional and international levels".*



Virtual 5th ABU Intellectual Property and Legal Committee Event Held



The 5th ABU Intellectual Property and Legal Committee (IPLC) took place on March 15th and March 16th, 2021 virtually. This year's event was the fifth event of the ABU Copyright Committee since the change of its name to "Intellectual Property & Legal Committee" in 2016. The theme for this year's IPLC was "Rethinking Protection of Intellectual Property in Digital Age". Day One of the IPLC was the customary meeting which was a closed session for ABU's Full, Additional Full and Associate members though non-members were permitted as observers upon approval by the IPLC Chairperson. It was attended by 18 delegates from 14 countries where there were discussions on the legal issues, IPLC activities and also on the Broadcaster Treaty.

Day Two of the IPLC was an open-forum session attended by 25 delegates representing ABU members and partners. The event started with the opening ceremony by the lighting of traditional oil lamp and Sri Lankan traditional dance courtesy from MTV Sri Lanka (live from MTV studio) before

continued with the deliberation on contemporary legal developments in the broadcasting sector where all the pertinent presentations on topics of relevance have been made by three experts. An IPLC Award Ceremony also has been held after the Questions and Answers (Q&A) session by the speakers ended.

The IPLC Award objective is for the ABU members and partners to showcase how IP law's theoretical basis can revolutionise their workplace through innovative practical implementation methodologies or something they did for the development or to strengthen IPR's in their country or their organisation. The winner for the award was China Media Group (CMG), whereas the joints-runner up were Prasara Bharati (AIR & DD) and Iranian Audio Visual Media Regulatory Authority (SATRA). The event ended with the live Sri Lankan traditional dance from MTV studio and closing remarks from Mr Suranga Jayalath, the ABU IPLC Chairperson/Legal and Group Director, The Capital Maharaja Organization Limited, Sri Lanka.

HR Management Best Practices

Challenge Optimum SA

Worms Safety SCA

ABU

March 5th 2021



ABU HR Management Webinar Explores Best Practices to Cope with COVID-19 Pandemic

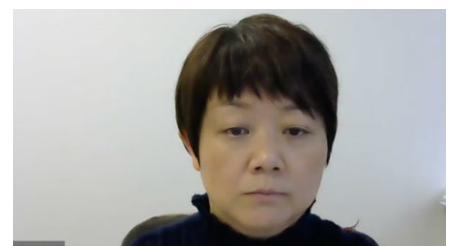
ABU, in collaboration with Challenge Optimum SA organised a special webinar on Human Resources management for HR managers on 5 March 2021. This 1-hour webinar focused on HR management best practices including how to cope with COVID-19 pandemic from a Human Resources management perspective.

The webinar was delivered by Dr David Balme, CEO of Challenge Optimum SA and Michelle Gao, Global HR Director at Worms Asia Limited.

In his presentation, Dr Balme shared key insights into ISO/ISAS human resources management requirements with relevant industry examples and case studies.

In her presentation, Ms Gao looked into how strategy requires hard choices, especially during the COVID-19 global pandemic period and how companies are facing the challenging situation to balance the business continuity and talent investment. She also shared insights on how to make choices about the talent and where to invest, where to place job and people focus during this difficult period to create a sustainable competitive advantage which can help the organization to spring up after the pandemic, and what role HR plays to facilitate it.

About 60 participants from 25 ABU member organisations in over 20 countries joined and benefitted from the webinar.



Michelle Gao, Global HR Director, Worms Asia Limited



Dr David Balme, CEO of Challenge Optimum SA

World Radio Day 2021 was both a memorial to all the suffering from COVID-19 and proof that the suffering was not in vain, that we did learn and grow, stronger and smarter.

from our individual lives to whole societies. Many old certainties collapsed while some things developed in ways we could not have foreseen. Marvellously, radio seemed to take on a new life. It was not just a background soundtrack to millions isolated in their homes but a lifeline to families, friends and whole communities.

Around the globe people tuned in, older people returning to the medium on which they had been raised, younger people discovering for the first time the interconnectedness that radio could bring, whether live, streamed or podcasted.

For those of use working in the industry, new ways of production developed, new strengths were found, old weaknesses abandoned. Radio people across the spectrum from tiny community stations to big national networks found new audiences, fresh ways of working, new joys in that work.

Having worked across all sectors of broadcasting during my career, I have never underestimated the importance of radio in reaching people during crises as well as every day. I have always felt radio is young, energetic and dynamic. It can do things quickly and with the kind of limited resources that other media such as TV, film and print cannot.

Radio can comfort, inform and entertain its audiences on all platforms and listeners trust their radio. We have seen this working during normal times, but it has really proved its value during the COVID crisis.

The ABU has long been a major partner in promoting and celebrating the achievements of our members through World Radio Day. Like UNESCO, we see it as an occasion for stations and networks to create awareness for the many aspects of radio. We can celebrate on-air, create our own special WRD content, join the conversation on social media ([#WorldRadioDay](#)) and encourage our listeners to participate.

The last year has been one of the most challenging and exciting times in the history of broadcasting and I firmly believe radio will continue to have a central role to play into the future.





ABU-RAI Days 2021

14 & 15 June, 2:45 – 4:30PM MYT

A new world out of COVID:
Can Public Service Media
help to create more open,
inclusive and tolerant societies?

3rd Edition of ABU-RAI Days Set to Help and Inspire

The ABU is inviting members across the Asia-Pacific and around the world to join with Italian national public broadcaster RAI to help build a better world post-COVID. Entitled “A new world out of COVID: Can Public Service Media help to create more open, inclusive and tolerant societies?”, the conference is the third in the ABU-RAI Days series.

While some participants will join the discussion live at RAI’s Milan studios, the hybrid event means many more will be taking part online, via Zoom on 14 & 15 June 2021, from 2:45 – 4:30PM Malaysia time each day.

ABU Secretary-General Dr Javad Mottaghi says 2020 was one of the most challenging years for broadcasters around the world and – in such unprecedented times marked by profound change - serving audiences had never been more important for public service media.

“This is why we believe it is vital to share our experiences of the last months and the lessons we have learned which can be applied for the future,” he says.

“It is especially important that the new world we help to build after the pandemic is a better one, in tribute to the death, pain and suffering all nations have experienced.”

Media industry executives and other thought leaders from a variety of fields will speak first-hand not only about aspects of members’ work that have been permanently impacted by the ongoing pandemic, but also about plans, considerations for the future and hopes for public service media in a post-COVID world.

It will also be an opportunity for ABU members to strengthen cooperation with broadcasting colleagues in Europe and around the world to ensure that audiences and citizens remain the focal point of any new developments.

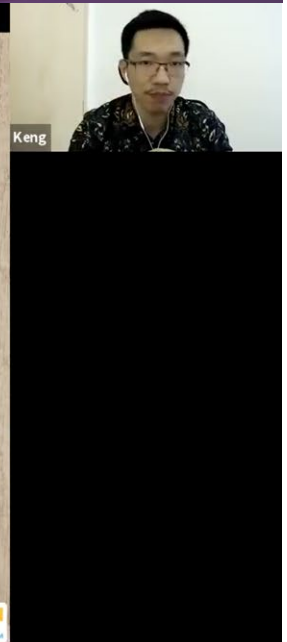
ABU members across all media are urged to register via the [conference website](#).



ABU New Media Workshop 2021 Data-driven Storytelling 24-26 March 2021 | Virtual

LATEST TRENDS IN #DDJ

- ✓ Mobile first, no click/hover, just scroll (a.k.a. parallax)
- ✓ Step-by-step animated visualization
- ✓ Interactive news application
- ✓ Cross-border collaboration
- ✓ Dashboard / Database
- ✓ Advanced tech: AI, sensor, NLP, satellite imagery



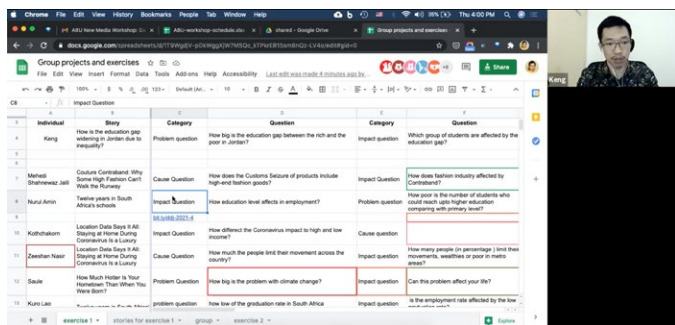
ABU New Media Workshop: Data-driven Storytelling

The annual ABU New Media Workshop took place as a virtual event this year from 24-26 March with more than 20 participants from 11 organisations. Under the theme data-driven storytelling, the three-day workshop focused on exploring the impact of telling stories with data by looking at different forms of data-driven storytelling from around the world.

Each day the sessions ran for two hours in an interactive setting with hands-on, follow-along exercises and group discussions. The workshop also looked into what makes a good data story and the skillset and workflow required to create successful data stories. Participants were divided into groups in Zoom Breakout Rooms in which they discussed hypotheses and questions that they could develop into data stories back at their organisations.

The workshop was led by Kuek Ser Kuang Keng, who is an award-winning digital journalist, data journalism trainer and media consultant based in Malaysia.

"We had a class of highly engaged and committed participants who have been asking pertinent questions and



exchanging their views with each other during the breakout session. From the output of their group discussion, it was evident that most of them were able to shift their mindset from a conventional journalistic approach to a data-driven, research-based approach which is one of the main objectives of this workshop,” Keng told ABU sharing his impressions about the workshop.

The organisations participated in the workshop were BB-Bangladesh, Metro TV-Indonesia, Khabar Agency-Kazakhstan, TDM-Macau, IPPTAR-Malaysia, LDMG-Mauritius, MRTV-Myanmar, Padamyar FM-Myanmar, VTV-Pakistan, Mediacorp-Singapore and Thai PBS-Thailand.

This was the 5th edition of the annual new media workshop series which has previously been held in Kuala Lumpur (2016 & 2018), Macau, China (2019) and Mauritius (2020).

What did the participants say?

Data-driven Journalism is considered as an unnecessary evil in our newsroom and some consider statistics-based information as half-truths. I wanted to learn DDJ because of its popularity and ever-increasing use in different newsrooms. Attending this workshop I came to learn about new tools, software, links and information regarding DDJ. But most importantly “Think Like A Data Journalist” - caught my attention and this philosophy is the best takeaway for myself from this workshop

- MEHEDI SHAHNEWAZ JALIL, Bangladesh Betar

This was a very insightful and concise introduction to the world of data journalism. My biggest takeaway from it is how I, as a broadcast reporter, have to shift my thinking when I approach more data-driven stories.

- MIGUEL LUIGI ENRIQUEZ, TDM (Macau, China)

This workshop was very effective and interesting, because we learnt a lot about new tools, how to create visualization, how to discover data, about sources and so many other really working tips. Also, the organization was at the top as usual. Thank you, ABU, for this opportunity, you help us become more professional from workshop to workshop.

- SAULE KADAGULOVA, Khabar Agency (Kazakhstan)

The training was absolutely superb and I genuinely enjoyed each and every moment of it. The content was very informative and useful. I have attended several trainings before but this one had a strong impact.

- AZHAR SUMRA, VU (Pakistan)

ABU Prizes Webinar: Goodbye Father



ABU Programme Department organised an ABU Prizes webinar on 12 March 2021 featuring the ABU Prizes 2019 Digital Content Award Winner: Goodbye Father by BBC India. A 360-degree short film about love, sorrow and farm crisis, Goodbye Father casts light on India's growing agrarian crisis and its impact on people's lives. The jury members have noted how it demonstrated the power of digital storytelling to deliver impactful messages in the modern world.

Following the screening of the film, Vikas Pandey, executive producer of 'Goodbye Father', unpacked the key storytelling elements of the film and participants learned more about its creative process and what made this film a winner. About 20 participants from 11 ABU member organisations in 9 countries joined and benefitted from the webinar.



16th ABU Children's Drama Co-Production Meeting on 6-7 April 2021

The completed 16th Series screening which was supposed to be held in July 2020 was postponed due to the pandemic issue of COVID19. The meeting was instead held online on 6-7 April 2021 under the series leadership of Mr. Yoichiro Takahashi as the Executive Producer from NHK, Japan.

Participating organizations were NHK-Japan, TVRI-Indonesia, SLRC-Sri Lanka, THAIPBS-Thailand, MRTV-Myanmar, RTM-Malaysia, CCTV-China, RTB-Brunei, RTHK-Hong Kong, BBS-Bhutan and EBS-Korea.

For the Producers' Choice Award of the 16th Series, Mr Jinsu Shin walked away with the 1st Prize.

EBS-Korea MANGO IS A PENGUIN

NOT AN OWL is a story about how different perspectives collide and reconcile. Minho, a boy of 8, is left at his Grandmother's house for 10 days because both his parents are off to a business trip. The problem is, Minho and Grandmother are not getting along very well. Minho is strongly attached to his doll Mango, and that makes Grandmother worried. She would be more so, if she knew that Mango comes alive when only Minho is around. She tries in various ways to separate the two, but this only makes the Grandmother-Grandson relationship worse. Will the two ever reconcile?

Jin the producer, as he's fondly known would like to thank ABU for hosting such wonderful project, especially considering the devastating effect of

the prolonged pandemic. Jin would like to say he's lucky to have participated in the 16th series alongside such wonderful producers of Asia. It had taken him a very long time to develop a universal story for children of diverse culture and yet retain some cultural characteristics of Korea.

The selection of <Mango is a Penguin, not an Owl> as Producers' Choice is personally more than a great prize for him because it's encouraging that the efforts made were not futile. It certainly boosts up his confidence as a producer and a director.

The experience of rich cultural diversity, which he sometimes forget living in Korea, will remain as a very precious memory. Living in a world overwhelming of video contents, it seems that production of a sincere children's drama will become ever more important as time goes by.

Second place went to NHK-Japan *AYATORI* from the works of Mr Yohei Ono Chihiro and Shizuku playing string game known as Ayatori where the manipulation of a string, oftentimes made of yarn, to form different figures. When playing this, a player must be able to successfully transfer the string into his or her hands through a number of moves and tricks.

While 3rd place went to BBS-Bhutan, from Ms Deki Zangmo with her episode KIRA

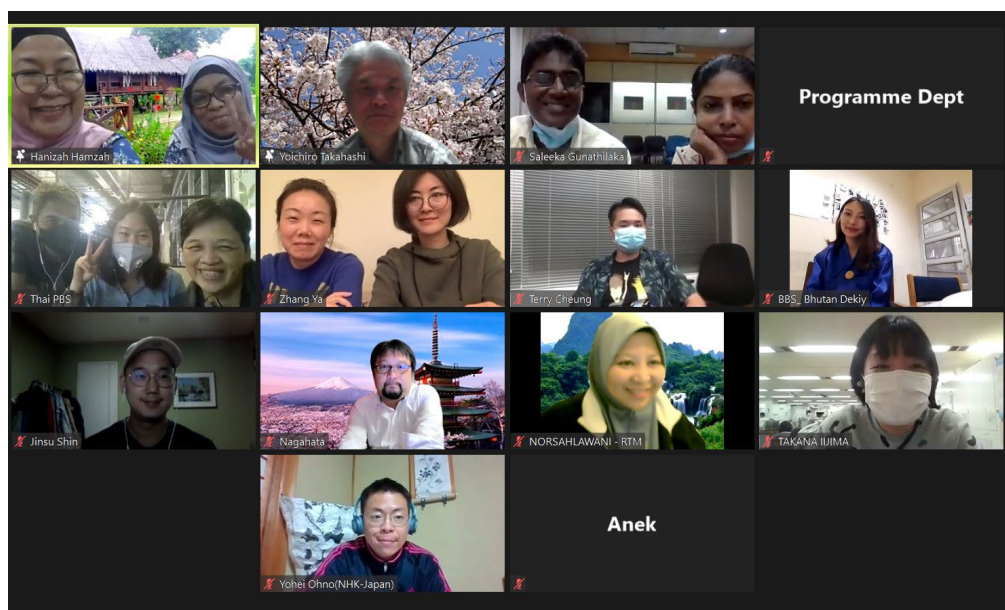
9 year old Sonam is left with her father when her mother goes on a vacation. Sonam is dependent on her mother to do everything for her. Ironically, Sonam and her father find themselves in a position where they both do not know how to wear Sonams Uniform (Kira). Sonam realizes that she needs to learn how to wear her own uniform and not be dependent on someone else. She realizes that even if it is a small thing, she should learn to be more independent.

During the online meeting, we watched 10 masterpieces from the participants and exchanged frank and fruitful opinions. Executive Producer Mr Takahashi said these days, nobody can expect what will happen in the future and everyone must do their best at any time.

He believes that it is meaningful for the children to know how their neighbor spend daily life, how they feel and how they struggle, by watching the ABU Children's drama series. He will do his best to continue this project under whatever circumstances. Meanwhile, for our Japanese/Malay/English Interpreter, Ms Haniffah Mariati Mohamed, this is her 2nd experience interpreting for an online meeting involving the ABU Children's Drama Co-production. She has been interpreting for the ABU Children's Drama Co-production meetings for close to 10 years.

According to her, compared to the first online meeting last year, this time around the meeting ran even more smoothly. Perhaps to a certain extent can be attributed to everyone being more prepared psychologically and hence were more relaxed. To a larger extent, the ABU Secretariat has been following up diligently with all participants to ensure everyone was updated and expectations were clearly established. She went on to say, coordinating such a multi-national project in a VUCA environment is no mean feat no matter the years of experience they may have had. (VUCA – Volatile, Uncertain, Complex and Ambiguous)

Meeting management aside, Haniffah felt that the 16th Series Co-production despite having to go through multiple challenges (The Covid 19 Pandemic etc) has emerged triumphant mainly



because of the people involved in it. Throughout her years of involvement with this project, she has never seen such a high level of commitment from all parties involved. We have had experts who came and went, to guide and assist the producers and directors. They were very good no doubt, and brought along with them their vast knowledge, expertise and experience. Two such EP's that she has had the pleasure of working with were Koichi-san and Waka-san. Both of NHK, had their own styles and we have seen the enhancement of production quality of the participating countries. However, in her humble opinion, what makes this past few series under the guidance of Takahashi-san, our current EP even more successful is his people skills and his genuine respect and appreciation for other cultures so different from his own.

Participants come from diverse backgrounds. They are from countries spread out all over the world although predominantly from Asian countries. One can imagine the richness in ideologies and cultures that they bring. The criteria set by ABU in line with EBU is for a 15-minute drama with minimal dialogue that could portray mental growth in the main character. Some participating countries have the advantage with more technologically advanced facilities and have been in children's drama production for a much longer time. However, having such facilities does not always determine the quality of their end result – the drama itself. Takahashi-

san always reminds participants of what constitutes a drama. He always reminds them to go back to the basics. His ability to genuinely appreciate and embrace each participating country's uniqueness is what makes him stand out from the other EP's she has worked with. The participants have reciprocated by taking his suggestions and inputs seriously and incorporating them into their work. He never demands for them to do things in a certain way. It is like a good teacher who is able to bring about the best in his students by understanding where they are coming from and empowering them. He encourages everyone to respectfully critique one another and learn from each other's inputs and perspectives.

What we have seen in the latest 16th Series Children's Dramas is the culmination of the ability from all parties to respect and appreciate one another's differences and shortcomings. They have incorporated ideas from others to produce dramas of quality that can be understood by children from any part of the world. For Haniffah, this is Co-Production in the true sense of the word. It takes a very special kind of leader with a big heart to achieve this. Kudos to our EP. Kudos to everyone involved.

Contributors: Mr Yoichiro Takahashi- Executive Producer, Ms Haniffah Mariati Mohamed Japanese/English/Malay Interpreter & Mr Jinsu Shin EBS-Korea Producer)



UNESCO BANGKOK

Together for PEACE

ร่วมกันเพื่อสันติภาพ

Silent Manga Exhibition นิทรรศการการ์ตูนมังงะเงียบ

Screening of SKY SKY from Angel Sign & Panel Discussion: 'Manga for a Cause' การฉายภาพยนตร์สั้นเรื่อง SKY SKY จากภาพยนตร์เรื่อง Angel Sign และการเสวนาหัวข้อ 'การ์ตูนมังงะเพื่อสังคม'

14 May 2021 | Online via Zoom 14 พ.ค. 2564 ทางออนไลน์ผ่าน Zoom

SILENT MANGA AUDITION: art three top to bottom, left to right: Invisible by Julio Eddle, Mr. Riva's Math Class by Akimichi, Prototype by Bakht Adhul Jabar & Jabbar Wardana, Tabletop Warfare by Joe Viscat, A Melody of Peace by KenkyoStudio, Neither Bright Nor Dark by Luca Chroce, Legacy by YUKIRA, A Wordless Apology by Marika Mangaka DZ, The Lost Boy by gwerat, Over the Barriers by Antika, In Your Shoes by Lucas Mangans & Privila Miranda, Chrysalis by Carriene Alencar, Homeless by Simone Sansaverino, My Weird Roommate by Hektor Amalia, Controversy of Sky by Thuntopia, Penman mascot by Roberto F.

To register: <http://bit.ly/SMA0514ZoomR>

The event will be in Thai with simultaneous English interpretation. The link is also on our website's event announcement page. I think you can share it to them as well. <http://bit.ly/SMAEventEN>

On the page, it includes a link to access the online repository of the exhibition. <http://bit.ly/SMAorEN>

TOGETHER FOR PEACE INITIATIVE

Since wars begin in the minds of people, it is in the minds of people that the defences of peace must be constructed – UNESCO Constitution

Building and sustaining peace in the Asia-Pacific requires innovation and new perspectives for policy and partnerships within and between countries. With the Support of the Governments of Japan and Thailand, the UNESCO Bangkok office embarked on an inspiring project to engage member countries in building positive peace. This is not just the absence of conflict, but building and sustaining more equitable and just societies for all.

UNESCO launched **Together for Peace (T4P)** Initiative after a wide consultation with educational, cultural and media institutions from across Asia and the Pacific region. The ABU was enlisted as an expert on using media for development advising on how to use the unparalleled reach of the media for understanding, tolerance and cooperation. The Together for Peace initiative and partnerships work towards positive peace in the region based in three critical areas that have increasing urgency in achieving the Sustainable Development Goals and "building back better" from the COVID-19 pandemic:

- Transformative Education and Social and Emotional Learning
- Humanity's Relationship with Nature, including coping with climate change and biodiversity loss
- Living Well with (Super) Diversity in the region, fostering human flourishing and intercultural understanding

ABU became a partner in the roll-out of the Initiative with the T4P Media Campaign.

As part of the campaign, ABU and UNESCO established T4P Media Awards. The Awards recognize in three categories (Radio, TV and Digital Media) the best

storytelling capturing individuals and communities building peace in the minds of men and women.

T4P Media Awards highlight the crucial role of independent and ethical journalism, combined with Media Information and Literacy and critical thinking of citizens for peace-building and promoting understanding within and between countries. The Awards will honour innovative and creative Radio, TV and Digital Media content, which informs and educates audiences on best practices of building positive peace in the three critical areas of the Initiative.

"The key message of the Media Peace Awards is that with diverse cultures, traditions and values, there are always common concepts and goals to be appreciated and upheld among countries. Media Peace Awards brings positive peace examples through a better understanding of our own past and that of our neighbours, appreciation of our shared heritage and differences, and better communication on our common humanity and interconnected future. This is particularly important in times of hate speech and disinformation."
Shigeru Aoyagi, Director, UNESCO Bangkok, Asia and Pacific Regional Bureau for Education



For the Rules of the T4P Media Awards and how to submit your programmes for the competition, click [here](#)

If you need more information, please contact Ms Natalia Ilieva, Head of SG's Office at natalia@abu.org.my

Together for
PEACE



T4P MEDIA AWARDS



Bangkok Office

**ENTER YOUR PROGRAMMES
INTO ASIA-PACIFIC'S MOST
PRESTIGIOUS CONTENT AWARDS!**

Submission period: 1 March - 4 June 2021

ABU
PRIZES
2021



The Asiavision Annual Awards 2020 virtual ceremony celebrated the best contributions by members from June 2019 to May 2020.

Annual Awards 2020 showcase Asiavision's finest

The annual gala event celebrating the best of Asiavision Member contributions for 2019/20 was live streamed on January 27. Members were recognised in seven different categories, including two new awards – Climate Change and Pacific Reporting.

The Awards showcased the scope, the depth and the breadth of the thousands of news stories shared by Members on the Asiavision platform.

The winners were:

Outstanding Reporting of a News Story:

- TVB Hong Kong (Legislative Council vandalism, July 2019)
- VTV Vietnam (Hanoi night hero, May 2020)

Outstanding Visuals for a News Story:

- TVB Hong Kong (Polytechnic University clashes, November 2019)

Outstanding Reporting on Climate Change and Adaptation

- VTV Vietnam (Shopping bags from waste, September 2019)

Outstanding Reporting from the Pacific:

- SBC Samoa (Deadly measles outbreak, November/ December 2019)

Outstanding Coverage of a News Event:

- NHK Japan (The Royal Enthronement, October 2019)

Outstanding Coverage of Breaking News:

- IRIB Iran (Major General Soleimani Assassination, January 2020)

Coverage of the Year 2020:

- CCTV China (COVID-19 coverage)



CCTV China won Coverage of the Year for its excellent reporting of the Covid-19 outbreak in Wuhan and excelling across all major categories. [L] June Liu, producer of CCTV-AVN desk, [R] Ying Wang, CCTV-AVN Desk Editor.

There were more than 100 entries for this year's Awards. ABU Director News Wendy Everett said it was gratifying that Breaking News Coverage was the most competitive category with the judges considering eight nominations.

"The competition for the Breaking News category shows the value of Asiavision's news exchange during breaking world events," she said.

"The Awards themselves showcased best practice and are a wonderful window to the work of the ABU's News Department and Asiavision Members."

The Top Six winners were:

- VTV Vietnam: 4 Nominations and 2 Wins
- IRIB Iran: 4 Nominations and 1 Win
- NHK Japan: 4 Nominations and 1 Win
- TVB Hong Kong: 3 Nominations and 2 Wins
- CCTV China: 1 Nomination and 1 Win
- SBC Samoa: 1 Nomination and 1 Win

These Asiavision Members received two nominations: KBS Korea, MCOT Thailand and FBC Fiji.



Presented by Aminath Namza, a veteran TV host from Maldives, the virtual ceremony showcased the amazing talents of Creative Director Hussain Imthiyaz of Movie Maldives.

These Members were nominated for one award: ABS-CBN Philippines, TV5 Mongolia, C.N.A. Singapore, EMTV Papua New Guinea, SLRC Sri Lanka, PNN Cambodia, TRT Turkey and RTM Malaysia.

The 2020 virtual ceremony was produced in the Maldives by Creative Director Hussain Imthiyaz and Producer Mohamed Shareef of Movie Maldives. The ceremony was presented by veteran TV host, Aminath Namza. The ceremony is available on the [Asiavision website](#) and on [YouTube](#).

ASIAVISION EDITORS-IN-CHIEF MONTHLY MEETING

avn

Asiavision's Editors-in-Chief brainstorm across the time zones

With the challenges of reporting in the COVID-19 pandemic still a significant issue for Asiavision Members, the ABU's News Department is holding monthly meetings online for newsroom heads to plan coverage and give support.

As well as discussing upcoming coverage, the Editors-in-Chief monthly webinars are a chance to exchange ideas and network, to talk about innovations and to share best practices from the hard-won lessons of COVID-19.

All Members are encouraged to take part in the Editors-in-Chief Monthly Meeting but for each broadcaster, the leader attending is different – ranging from News Editors, International Desk Producers, Newsroom Managers and sometimes, an Editor-in-Chief.

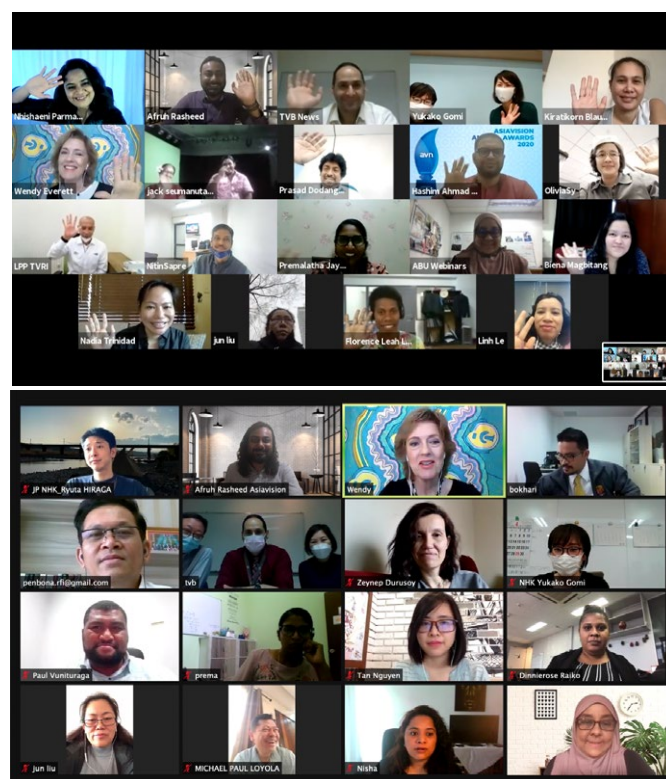
The Forum is held on the first Wednesday of each month. The first meeting on March 3 was very well attended with 28 participants from 13 countries. The numbers were high for the second meeting on April 1 with 21 participants from 11 countries.

The Meetings take place at 1300 MYT so the full spread of Asiavision Members can attend – from 0800 in Istanbul to 1800 in Samoa, with Asia in the early afternoon.

There has been a very encouraging reaction to the initiative with several Members recognising it as a positive step that will enhance the contribution of Asiavision's broadcasters.

The second E-i-C Monthly Meeting focused on planning Olympic coverage, especially to help many Members who will not have rights to broadcast news stories from the Games. With NHK Japan leading the discussion, Members brain-stormed a number of strategies to help.

Since January 2020, Asiavision has been ensuring Members get the most up-to-date and relevant information on the COVID-19 pandemic through excellent Member contributions and exchanges with Sister Unions. For more



than a year, a special section detailing Member's COVID-19 news stories has topped the Daily Advisories. The Advisories have also included an updated table of C-19 cases and death tolls. More recently, the Daily Advisories have included tables of the vaccine rollout and border openings across Asiavision countries.

Since the beginning of 2020, Asiavision has shared more than 8,000 items from Members and Sister Unions on the COVID-19 pandemic.



Webinar on Video Compression Technologies and Applications

26 March 2021

ABU Technology hosted a webinar on Video Compression Technologies and Applications on 26 March 2021. The webinar covered fundamental principles and techniques of video compression with a brief on MPEG technology and standard codecs. It also looked at ITU published compression standards and different codecs used in broadcasting and media applications. Over 130 participants registered for the webinar and 51 attendees participated from Asia-Pacific and elsewhere.

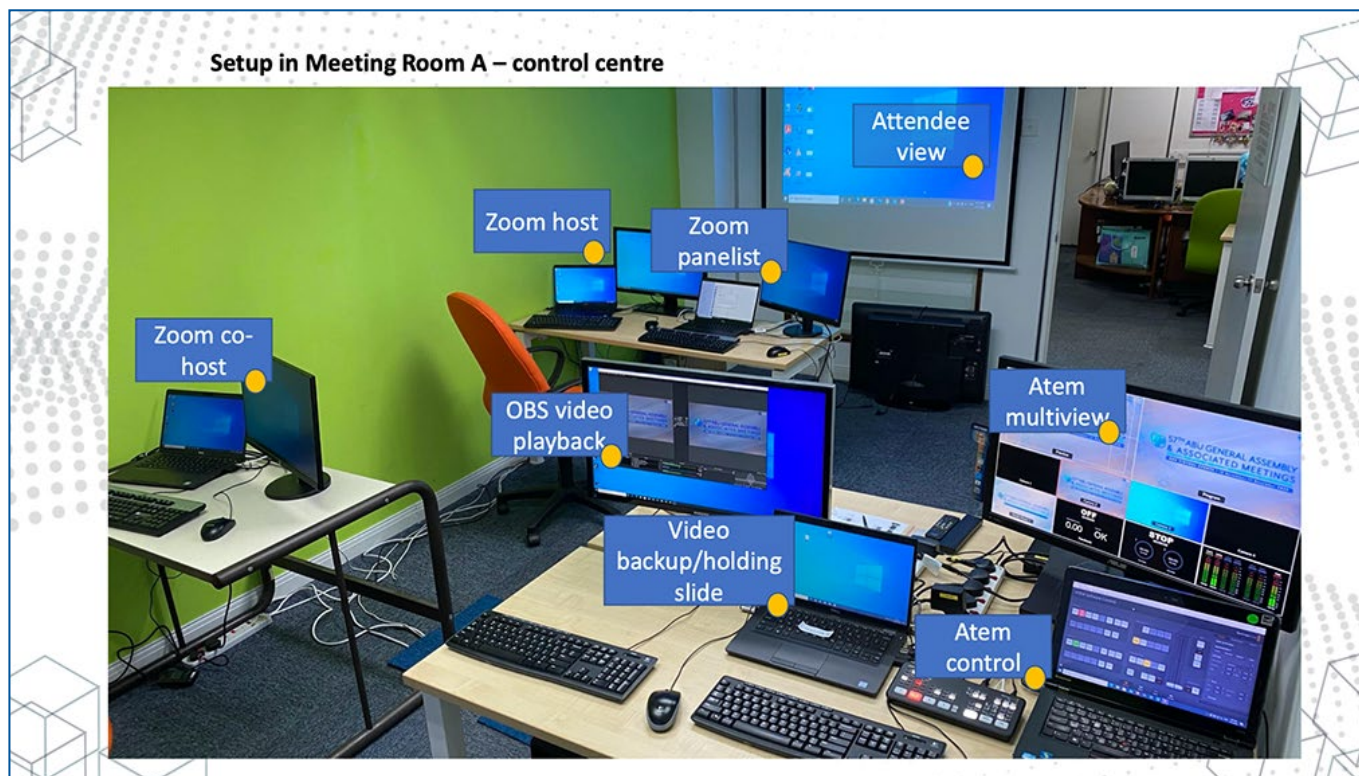
A video codec (Coder-Decoder) compresses and encodes the source

video signal at the transmitter side and decodes these to reproduce it to the display device. Dr Mohieddin Moradi, expert from IRIB University, Iran briefed on the compression principles that takes account of spatial and temporal redundancy in video frames. Spatial redundancy means that parts of a picture are often replicated within a single frame of video. Likewise, temporal redundancy arises when successive frames of video display or portray images of the same scene.

The MPEG video compression algorithm achieves very high rates of compression by exploiting these redundancies in

video information. And also data is compressed by keeping mostly the new information, i.e entropy, and throwing away redundancy in the frames. This approach also uses prediction model that reduces redundancy by forming a prediction of the data and subtracting this prediction from the current data. Different video coding standardization organizations such as ISO/IEC MPEG and the ITU have developed codec standards. The standards are MPEG-1/-2/-4, H.264/AVC, HEVC and other proprietary codecs are AV1, VP9 etc. ITU developed the H-26x series and ISO/IEC family of standards are MPEG-1, MPEG-2, MPEG-4, MPEG-H, MPEG-I etc.

The speaker gave details on a generic video encoder termed differently as H.264/AVC/MPEG-4 and went on to compare these with previous generation of codecs in terms of bit rate reduction and efficiency on each new versions. The current version of High Efficiency Video Coding (HEVC) codec was also compared with the H.264 standard. New codec is being developed and standardized as the Versatile Video Coding (VVC) or H-266. About 50% coding performance gain has been achieved between each major generation. VVC is expected to perform 35 % better than the HEVC codec. These codecs find application in different areas including VOD contents, Broadcasting, Conferencing, and in 360-Video. The codecs are mostly scalable and support all platforms and devices like mobile, STB, hardware, software. The VVC codec is expected to cost high due to more complexity and its licensing terms are still unidentified.



ABU Members Learn the Secrets for Delivering Quality Webinars

What is the best platform for a conference webinar? How can I set up multiple video inputs for online training?

These and other questions were answered in an ABU Online Training Session titled Delivering Quality Webinars and Online Events, on Thursday 4 February. The session was attended by 106 professionals from 36 member organisations in 26 countries.

The webinar revealed the technical and organisational secrets behind the ABU's highly successful virtual General Assembly meetings in November and December last year, and was delivered in response to members' requests about how to deliver quality webinars and online meetings using freely available software tools.

Amongst the tips were:

- Do keep your camera lens clean with your glasses cleaning cloth.
- Do frame yourself in the middle of the screen, rather than at the bottom, very top or sides.
- Do use dual displays, so that all controls and windows can show clearly.
- Try to use an external microphone, not your computer's built-in mic.
- Don't have a strong light source behind you, it makes the contrast too extreme.
- Don't use text that is too small, don't crowd the screen with text.
- Choose the best platform for your purpose – if everyone should speak use the meeting setting, if it is a conference presentation use the webinar setting.

On the Session Day:

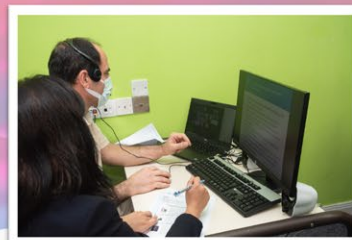
During the event, producer has the bigger picture while everyone else concentrates on their parts, the Producer coordinates, checks and directs while the session is in progress

□ With Speakers

- Checklist – if all the Speakers are on-board
- Set-up: Camera, Mic check, Screen Name,
- Initial briefing: Screen switching, Screen share, Cue to start with their speech
- Alerts
- Comprehending their cues

□ With back-end Team

- Continuous coordination
 - Run down
 - Screen switching
 - Intermediate Slide show / Videos



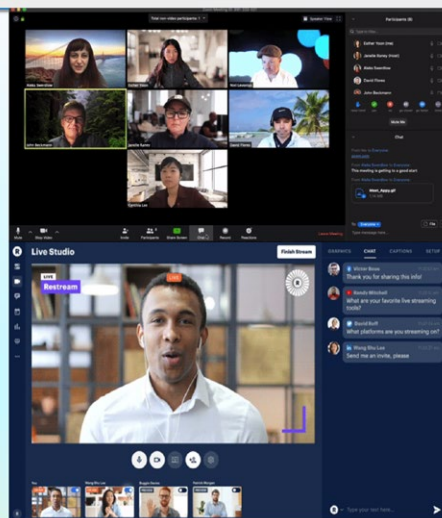
The Director of ABU's Technology & Innovation Department, Ahmed Nadeem and Manager of the ABU's IT Department Siva Kumar explained details of the technology behind the success of the General Assembly, which was held virtually for the first time in the ABU's history. They used an ATEM Mini Pro switcher to control inputs to the Zoom Webinar platform. The ABU Academy team, Steve Ahern and Ruchi Malhotra gave tips on producing and presenting quality webinars.

The Technology team explained how they added low cost, semi-professional equipment to enhance the readily available Zoom and Teams platforms, adding a more sophisticated feel to the GA sessions and allowing multiple presenters to interact with each other with more control of how participants view the presentations. Good lighting, external microphones and cameras, vision switching equipment and an audio controller were all added tips for how to deliver higher quality to video and audio inputs and pre-recorded replays.

Other technology tips include: Always keep the Zoom application updated and have a co-host as backup, in case the host connection to the Zoom service is interrupted. Activate 'follow host view' in the host terminal, so that all attendees see the same view as the host.

Workflow: functions and control

- Understanding the available features, functions & controls:
 - Mic/Camera controls
 - Screen Sharing
 - Audio/Video integration
 - Speaker view options
 - Controlling Audience view
 - Practice mode
 - Live Polls
 - Interactive options for audience
- Understanding the limitations and finding easy workarounds



Ruchi Malhotra, who produced some of the GA sessions, explained the role she played behind the scenes and the importance of having a producer in the team for event webinars. "The producer is the one who has the bigger picture for the event. They are the ones who plan and coordinate, keeping in mind the perspective of everyone involved: speakers, audience and the back end technical team."

Mr. Steve Ahern reminded participants that presenters should deliver with the

same energy and preparation as if they were hosting a TV show, because those watching the webinar will respond positively to a good level of energy. He suggested that presenters may like to stand as they present and that they should vary their delivery in a way that engages the audience. Participants rated the webinar 'very useful' and 'awesome' in the evaluation poll at the end of the session. The webinar will be available as part of a self-paced online course for ABU Members soon on the online learning platform.

ABU Academy Course Shares Latest Experiences and Ideas for News Doc's with IRIB

In order to benefit from the achievements and specialized experiences at the international level for the scientific and professional development of the IRIB producers and directors, the Virtual Course "Latest Experiences and ideas in making Documentaries and News Reports" was planned and held in collaboration with the Asia-Pacific Broadcasting Union (ABU) Media Academy for managers, producers, directors and related reporters at the IRIB International Affairs.

The purpose of holding this virtual event was to show how to make a

documentary based on new criteria for attracting audiences and achieving success in international festivals. Dr. Rahimian, a professor at the University of IRIB and expert on television production, chaired this online meeting and began his discussion by emphasizing innovation and creativity, combined with courage as the key points of making successful news documentaries.

Steve Ahern, Head of ABU Media Academy, spoke about the new documentary trends and combining the techniques of reality TV with the traditional craft of documentary making. Mark Llewellyn, an executive producer of News & Current Affairs for Australian Channel 7, discussed the elements of great modern documentaries, including honesty in journalism, truth-seeking efforts, the importance of final editing in the production process, attracting the audience, being entertaining and using the right imaging equipment to present the story.

Wendy Everett, Head of News at ABU, also added some points on news angles for documentaries, the importance of engaging the audience with a news documentary and paying attention to the elements that make it stand out and receive appropriate feedback. Afruh Rasheed, Senior Editor of AsiaVision, finished the webinar with a brief lecture about visual techniques, such as rewriting the outline, separate editing of footages, adherence to truth and reality in documentary production and new camera usage styles.

In the end, Dr. Rahimian summarised the topics and added criteria for making successful documentaries and attracting the audience. He also emphasized the importance of developing the views of documentarians by watching and studying the world's successful documentaries.

The course will soon be available to other ABU Members via the ABU Academy learning platform.



Dr. Mehdi Rahimian (left) and Dr. Neyestani, from IRIB.



Steve Ahern in conversation with Mark Llewellyn

The Power of Silence and other Tips for Powerful Documentary Interviews

News and Current Affairs EP for Channel 7 Australia, Mark Llewellyn, recently delivered a webinar for the ABU Media Academy where he talked about techniques in news documentary filming.

In conversation with Academy Head Steve Ahern, he emphasised the importance of rigorous journalism, as the core of a great report. "It is possible to create the mood and emotion artificially with music or effects, but if you can use the rigour of good journalism to capture the emotion, and trust the audience to find it in the context, it will be a better report."

The power of silence can also be very effective in television interviews.

"Don't cut too tight, leave some silences in if you have captured an emotion or if the person is thinking about something. The human face is where you see the expressions, passion, laughter or just pausing and

thinking, all the emotion is conveyed in the face. I want people to experience what the person is experiencing when I do an interview... There is a tendency to cut to the person crying or screaming too quickly, but if you have not set up the context for that you have lost the real power of the interview."

The cameraperson is very important in getting a great interview. They need to understand the conversation going on and to organically follow the action and emotion of the person being interviewed or the location. "The camera person should accept the responsibility to listen and follow the conversation with the lens," he said.

When filming news documentaries you need to prepare well in advance. "Find the people with local knowledge, spend time to get to know them and then you will get a deeper story," he advised.

To make a great news documentary

you need "great characters, a strong story and an element of mystery to the topic so that there are layers of depth to the story."

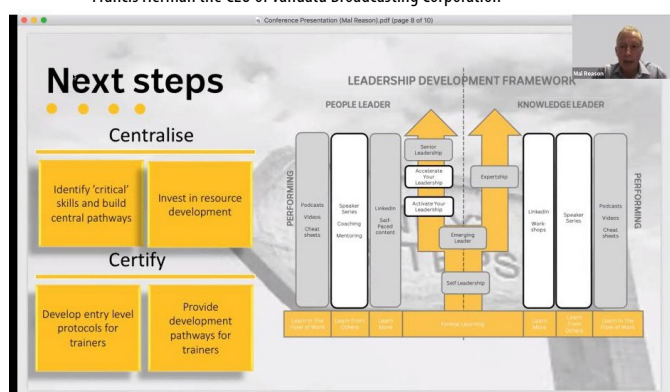
Commenting on making documentaries for social media and small screen consumption Mark Llewellyn thinks interacting with small screens using earbuds is more intimate than watching wide screen television. "You are close to the screen and closed off from the sounds of the world around you. Use more tight shots because they work better in this mode, but you still need wide shots and panoramas there too, because people consume on multiple devices and screen sizes... There is still a place for the large cinematic shots, but just hold them steadier for longer, don't pan them too fast."

The webinar was conducted for IRIB in March, and is now available to view on the ABU Learning Platform. Contact Ruchi@abu.org.my to enrol your team.

Third Academy Forum elects leadership team



Francis Herman the CEO of Vanuatu Broadcasting Corporation



Francis Herman the CEO of Vanuatu Broadcasting Corporation was elected Chairperson of the ABU Media Academy Forum during a meeting of members held on 14 April 2021.

Elections for two Vice-Chairperson positions were also held, with Shashi Bhushan Mukesh, Additional Director General of NABM, Doordarshan, India and Baber Ali, General Manager of the Virtual University Television Network, Pakistan being elected.

The Forum meeting was attended by 38 people from 20 countries and 24 member organisations.

A highlight of the meeting was guest speaker Malcolm Reason, the Head of Learning and Development at the Australian Broadcasting Corporation, who spoke about the ABC's journey from many diversified training systems throughout the organisation to a coordinated system with verified trainers and a common curriculum.

Like most of the ABU's member broadcasters, the ABC has been reassessing and updating the way it

does training, especially in the light of the covid pandemic. The amount of online learning has increased greatly while staff have been in lockdown and Malcolm says it is unlikely to go back to the old level of face to face training. He believes that the ABC will have a new hybrid mix of face to face and online training in future.

A highlight of the ABC's new training approach is the enthusiasm generated in senior executive ranks for regular, short, high level training sessions, which also involve other levels of management participating in training sessions with the organisation's leadership team.

During the Forum, IPPTAR's Kumaran Subramaniam outlined the details of an International Conference on Broadcast Training that will be held later this year and invited experts from ABU member organisations to nominate as possible speakers for the conference, which will be held in conjunction with IPPTAR's 50th anniversary. Strategy, trends, competition, challenges and media transition will be some of the topics discussed at the conference. See the IPPTAR website for more information www.ipptar.gov.my

The next Academy Forum meeting will be held as part of the ABU General Assembly later this year.



Photo courtesy of AFTRS/Cox Architecture

ABU and AFTRS Australia Offering Free Tertiary Qualifications

The ABU and the Australian Film Television and Radio School (AFTRS) have partnered to offer higher education opportunities to ABU Members.

In cooperation with ABU, the AFTRS will be offering two free places in the Master of Arts Screen: Business (MASB) program to senior staff in ABU Member organisations.

Offering a suite of four carefully selected subjects from the MASB, this program enables experienced screen and broadcast professionals to take their career to the next level by building a strong foundation in core business and entrepreneurial studies. Covering leadership in the creative industries, entrepreneurial finance, strategy and innovation, and managing growth and technology, the program is designed to be taken alongside ongoing professional work.

Awarding of the free places will be administered by the ABU, with AFTRS making the final selections. It is anticipated that successful applicants will join the course mid-2021.

Applications from experienced senior staff with at least 10 years experience in a major film or tv broadcast or production position at an ABU Member station will be considered. Selection criteria are listed below and a pdf of the criteria can be downloaded [here](#).

In addition, the 2 organisations are offering one free place in the Radio Content, Management and Leadership Industry Certificate course to senior staff in ABU Member organisations.

Selection of the free place will be administered by the ABU, with AFTRS making the final selections. It is anticipated that successful applicants will join when it begins on 19 April.

Applications from experienced senior staff with at least 5 years experience in a radio or video/audio production position at an ABU Member station will be considered. Selection criteria are listed below and a pdf of the criteria can be downloaded [here](#).

ABU & ISF Sign Partnership Agreement



International School
Sport Federation

The two organisations will work to promote international school sport events in the Asia Pacific region



Mr Laurent Petrynka, ISF President and Dr Javad Mottaghi, ABU Secretary-General

On 7th January 2021, the International School Sport Federation (ISF) and the Asia Pacific Broadcasting Union (ABU) signed a two-year partnership agreement, which will contribute to increasing the promotion of ISF events in the Asia – Pacific region and countries through the extensive ABU members' network. The signature of the agreement has been organised virtually between the ISF President – Mr Laurent Petrynka, the ISF Secretary General/CEO – Mr Hrvoje Custonja and the ABU Secretary General – Dr. Javad Mottaghi.

The collaboration will be implemented particularly through the broadcasting of the major ISF international school sport events such as the ISF World Schools Championships and the Gymnasiade to the Asia-Pacific audience. The ISF signed for the Non-exclusive Media & Broadcast rights for live terrestrial and for highlights and news including all moving media, online broadcast, and mobile platforms of the events. This collaboration is taking place in the framework of the preparation of the 18th ISF Gymnasiade, Jinjiang 2020 taking place in the city of Jinjiang, China from 16th to 21st October 2021.

As host of the largest competitive ISF multi-sport event, Jinjiang will bring together over 3000 school

student athletes from over 80 different countries to compete in 18 different sports whilst participating in a wide variety of cultural and educational activities over the course of the 7-day event. The event will mark the culmination of years of great cooperation between ISF, the 18th Gymnasiade Organising Committee and the China School Sport Federation, who have worked together in preparing this international school sport event to a very high standard.

The ISF President, Mr Laurent Petrynka said: "The ISF is delighted to begin this partnership with the ABU, providing us with a great opportunity to reach new audiences and communities interested in school sport. We are very grateful to launch this cooperation with such a major organisation, gathering with it a vast network of broadcasters and media. This will further help to promote ISF events and school sport within the Asia-Pacific as well as highlight school students from this region, participating in ISF events all over the world.

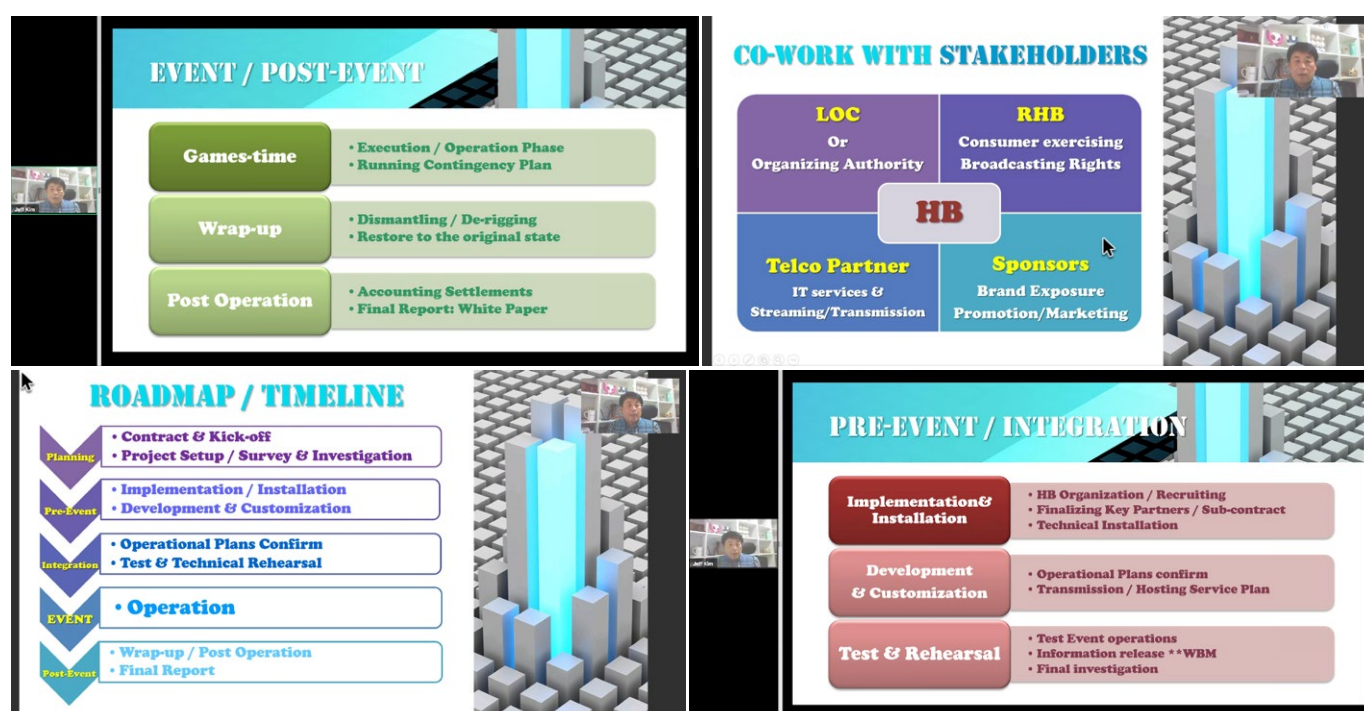
This collaboration comes at a fantastic time for the ISF, with 2021 being the year when our largest ever event, the 18th ISF Gymnasiade Jinjiang 2020 will be hosted by the Chinese city of Jinjiang from 16 to 23 October 2021. This newly founded partnership will

strongly contribute to promotion within the Asia-Pacific region for this event taking place in China and for future ISF events in Asia and around the world. It will open new horizons in terms of exposure in the world of sport and greatly assist us in our mission to promote education through sport values and encourage young people to participate in sport through school."

The ABU Secretary General, Dr Javad Mottaghi stated: "For the ABU, the partnership with ISF is an opportunity to help promote Sports in School campuses across Asia & the Pacific. The ABU share the ISF's core focus of school sports as an essential and constitutive period to spread educational values to youngsters and groom them as world citizens. ABU Sports has the required experience and the expertise of working with broadcasters and sport events across Asia.

It is hoped, through this partnership, the International School Sport events will gather further momentum and visibility through sports broadcasts in Asia. This is expected to help youngsters and children gain access to sport and physical education as a fundamental right. The ABU has a strong children's programming rapport in collaboration with its member broadcasters across the continent".

ABU Sports Department holds “Major Sports Event Media Operational Planning” Webinar



The ‘Major Sports Event Media Operational Planning’ Webinar held on February 25 saw over 80 Sports broadcasters from across Asia participate in the webinar organised by the ABU Sports, which received positive participant feedback.

The webinar was specifically designed for broadcasters working in sports production and international sports event planning. It was conducted by expert Mr Hyun Cheol Kim (Jeff Kim) of KBS Korea. Topics included among others, the appointment of Host Broadcasters (HB) to work with stake-holders, the scope of work of the HBs and of the local organizing committee (LOC). The expert also shared his experiences and expertise in the production of international signals used in Remote Production over IP connected servers and a cloud system.

A Case Study: 2014 Incheon Asian Games, which included a video presentation was given, in which Mr Kim worked as the Director of the Host Broadcaster. According to the ABU Sports, the event was meant to enhance the knowledge and understanding of broadcasters on broadcasting and IBC planning from the scratch. This is the 2nd such event organised by the ABU Sports.

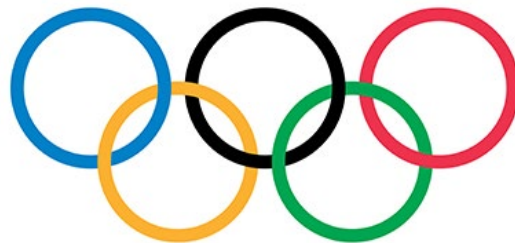
Mr Kim is a career broadcaster and the Coordinating Producer and Rights Acquisition Manager for various sports events at KBS Korea. He has broad experience and expertise in international sports event planning- from the Summer & Winter Olympics to the Asian Games, the IAAF Championships and Summer Universiade. Mr Kim also previously worked with ABU Sports in Kuala Lumpur Malaysia.



Mr Thomas Bach Re-elected as President of the IOC

Thomas Bach has been re-elected for an additional four-year term as President of the International Olympic Committee (IOC) at the 137th IOC Session, held virtually.

In expressing his congratulations to Mr Bach, ABU Secretary General Dr Javad Mottaghi thanked Mr Bach for his leadership and continued commitment to the Olympic Games and expressed the ABU's desire to further deepen the existing level of cooperation and partnership between the IOC and the ABU. ABU Sports Group have delivered Olympic Games to union members for decades and is endeavouring tirelessly to bring the edition of Tokyo 2020 to the audience again. "



Mr Bach, who won gold in with the German foil fencing team at the Olympic Games Montreal 1976, was elected as IOC President at the IOC Session in 2013 in Buenos Aires for a first eight-year term. This term will finish on the closing day of the Olympic Games Tokyo 2020 on 8 August this year, as decided by the IOC Executive Board. His second term as IOC President will start immediately after, and will conclude in 2025.

Media Saving Lives

UNDRR/WBU Global Media for DRR Initiative

INTEGRATING MEDIA IN DISASTER RISK REDUCTION EFFORTS

Due to climate changes disaster risk is increasing, threatening the economic development of countries across the globe and particularly developing countries which are most vulnerable to them. Natural and man-made hazards continue to affect millions of people, derailing economies and pushing back more than 26 million people every year into poverty.

Disaster risk reduction (DRR) sits at the heart of addressing the world's most pressing concerns: climate change, displacement, urbanization, pandemics, protracted crises and the collapse of financial systems. It aims to prevent and reduce new and existing risks by strengthening the resilience of people, systems and approaches. The urgency to build more resilience has never been so critical to meet the 2030 Sustainable Development Agenda.

Media, particularly Radio and TV public service broadcasters (PSB) have never been so crucial in connecting the public with life-saving information, equipping the most vulnerable populations to deal with disasters. This was powerfully demonstrated during the COVID 19 pandemic when Public Service Broadcasters embraced their role as a trusted and reliable source of accurate and verified information.

Involving Public Service Broadcasters as agents for change in countries affected by disasters is strategic move to accelerate building culture of prevention as they are key actors to inspire, show solutions and generate the action needed to achieve the

goals of the Paris Climate Change Agreement, the Sendai Framework and the 2030 Agenda.

'Public Service Broadcasters bring trust, neutrality, and have a shared public obligation to protect the population'- SRSg Mami Mizutori (ABU GA, Tokyo, November 2019).

For Public Service Broadcasters, the audience is not seen as 'consumers' but 'citizens'. They serve the public: connecting the public to issues of the day, unfiltered, unaligned and unbiased. Therefore, making them a key partner to international and government agencies in reducing disaster risk: ensuring that critical communication infrastructure functions to alert potentially affected public, providing information to help communities prepare to survive a disaster event, and providing accurate timely information about how and where to seek help in a disaster event.

UNDRR AND WORLD BROADCASTING UNIONS' PARTNERSHIP

In November 2019, the leaders of ABU, ASBU, AUB and EBU met with the UN Secretary-General's Special Representative for DRR, Mami Mizutori in Tokyo, Japan and agreed to support a long-term capacity building project for the unions' members on climate change adaptation and DRR.

ABU Secretary-General Javad Mottaghi, ASBU Director-General Mr. Abdurahim Suleiman, AUB CEO Gregoire Ndjaka, and Marco Tinnirello-CEO Eurovision Media Services, committed to develop a unified action Plan to train



broadcasters on DRR and climate change and facilitate their integration in National Disaster Management Platforms.

As a result of this partnership, the ground-breaking **UNDRR/WBU Global Media for DRR Initiative MEDIA SAVING LIVES** was launched in September 2020, with the first phase (Building broadcasters' knowledge base of DRR) completed by the end of March 2021. Thanks to USAID funding, 13 media organisations, members of the Caribbean Broadcasting Union (CBU), were trained online in the basics of DRR reporting, Common Alerting Protocol and impact-based Weather Forecast. Funding from Japan allowed for the same training to be delivered to 15 broadcasters in Asia and 10 in Africa. The training was based on the DRR Learning Hub of seven modules, which is a unique, valuable resource, which can be used for years to come around the world.



ABU/UNDRR MEDIA FOR DRR INITIATIVE | PHASE 1

Saving Lives and Livelihoods: Media for a Sustainable Future

This long running ABU campaign moved ahead with the **WBU/UNDRR Global Media for Disaster Risk Reduction initiative MEDIA SAVING LIVES**

The implementation in Asia – Pacific of Phase 1 of the WBU/UNDRR Global Media for Disaster Risk Reduction initiative **MEDIA SAVING LIVES** was successfully completed. Sixteen four-day interactive workshops, building the participants' knowledge in climate change adaptation and disaster prevention content production, were held with 15 ABU members over February and March. More than 300 colleagues from Management, News, Programming and Technical Departments of the participating organisations were guided by four global experts to incorporate DRR angles in their stations output and have an understanding of the Early Warning and Disaster Management systems of their countries.

The ABU members that went through the training are: BTV, BB and BNNRC (2 workshops) in Bangladesh; BBSCL, Bhutan; FBC and FTV in Fiji; RRI and TVRI in Indonesia; Nepal Radio, Nepal TV and ACORAB community radio network, Nepal; EMTV, Papua New Guinea; MBC&MTV, Sri Lanka; NBT and ThaiPBS in Thailand. The 15 organisations that has gone this DRR Knowledge Level 1 training, are working on their content production Action Plans for DRR in preparation of Phase 2.

The second phase of the project will start in June 2021 and will involve in the Initiative another 15 ABU members. They will go through DRR Knowledge Level 1 training, while the organisations already trained in Phase 1 more hands-on training and mentoring to mainstream Climate Adaptation and Disaster Prevention in all programming.

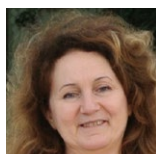
For further information about the **MEDIA SAVING LIVES** and how to join the initiative please contact Ms Natalia Ilieva, Head of SG's Office at natalia@abu.org.my



Meet the Team

Natalia Ilieva

**Head of SG's Office,
ABU and Asia – Pacific
Coordinator of WBU/
UNDRR Global Media
for DRR Initiative
MEDIA SAVING LIVES**



This project changes the game for the media as a stakeholder in the Sendai Framework for DRR. It has been a long journey for the recognition of media as a trusted partner in the process but now we are there.

The work with our members however is just beginning and we have to prepare for a marathon of learning, not a sprint. It is highly satisfactory to see that the MEDIA SAVING LIVES project addresses a huge demand. For all members involved it was the right project at the right time because the COVID crisis brought home the realisation that it is better to be prepared than taken by surprise every time disaster strikes. I believe that after completing the DRR Knowledge Level 1 capacity building training the 15 organisations are working from the same page of understanding - "We cannot prevent natural hazards but together we can prevent them becoming disasters".

Reorganising the new knowledge-packed workshops from in-person to online interactive courses was quite a challenge. However, it was an invaluable opportunity to meet nearly 400 colleagues from the 15 participating members and bring to them the wisdom of our excellent trainers.

To experience the enthusiasm of most broadcasters was truly inspirational. However, what really stays with me is the ingenuity and resilience of our members. It is only fitting that the team and the participating members adopted the motto NO PROBLEMS, ONLY SOLUTIONS.

Dr. Savyasaachi Jain
**Consultant, and Senior
Lecturer, School of
Journalism, Media and
Culture, Cardiff, UK**



Journalists, programme makers, technical staff and managers in different countries responded very positively to the series of workshops on Disasters and the Media. I focused specifically on disaster risk reduction (DRR) stories rather than on responding to disasters and emergencies as they are happening. This focus on doing deeper and more wide-ranging stories with the intention of preventing loss of life, destruction and disruption in future disasters resonated with workshop participants. It sparked off their imaginations and professional instincts, and was reflected in their active participation, despite the language barrier that we faced in some cases.

Participants in various organisations actively took part in thinking about fresh approaches to the programming they produce and how they might incorporate aspects of DRR in different ways. They also formulated action plans for how to go about this enhancement of their professional and social function, expressing their eagerness to continue engaging with future DRR initiatives. Each country has different vulnerabilities and media contexts, but what emerged strongly from the workshops was the common desire to contribute to the reduction of risk.

Russell Isaac
**ABU Lead Consultant
and Trainer in DRR
and Climate Change
Adaptation**



Having worked with the ABU and Natalia for a decade on climate issues and despite the enthusiasm and participation of broadcast organisations, an obvious weakness to the work conducted, was the lack of cohesion between member countries. The amalgamation of WBU members and UNDRR on a combined project therefore, was a fundamental step forward in developing a much needed strategy, not only across Asia and the Pacific but also on a global level.

The philosophy of the DRR Knowledge Level 1 capacity-building training we conducted in the last few months is to change the broadcasters approach to evolve from disaster coverage to disaster prevention through media. "Creating a Culture of Disaster Risk Reduction" has been the mantra of the training team and each and every participating organisation has suggested ideas and concepts for future cooperation, regionally and globally.

This is undoubtedly an ambitious project in outlook and scale. As UNDRR oversee the development of the project, it is appropriate that the ABU will play a key role in the administration, future roll-out of the training process and the facilitation of co-productions globally.

Eliot Christian
**Developer of Common
Alerting Protocol**



I am so excited to see how broadcasters are stepping up to reach people in harm's way through all available media. We see so much enthusiasm to embrace the latest technology in public warning, especially the international standard Common Alerting Protocol (CAP). It is so important to involve media in understanding how Emergency Warnings work, to be aware how a CAP message communicates key facts of the emergency such as: What is it? Where is it? How soon is it? How bad is it? What should people do? Applicable to all kinds of telecommunications, CAP enhances emergency alerting so that it can be more understandable, precise, reliable, secure, and fast.

Bringing the Media into the equation is a step forward to saving lives. I am delighted that this project brings on board the trusted public service broadcasters from around the world and they will be able to leverage CAP to enhance emergency warning systems. It is of great support to have ABU joining recently the Call to Action on Emergency Alerting in addition to IFRC, ITU, WMO, UNDRR, OASIS, OCC, and Alert Hub.Org CIC. This is highly appreciated.

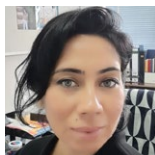
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Ean Wallace**Broadcast****Meteorologist**

It's a great opportunity to help bridge the knowledge gap by improving media's understanding of weather/climate hazards and its relationship with national meteorological services to safeguard lives, livelihoods and property. Participants were responding positively to learning about terms used in public weather forecasts and warnings and the various products provided to the public by the national meteorological and hydrological services and the World Meteorological Organization.

Routine daily forecasts often get headlines during disasters but seldom before or in-between. More frequent and hazardous extreme weather events are likely in future due to climate change. The challenge is to keep this interest between disasters and give media the tools to understand better the situation and how natural phenomena form and develop. This is key if we want to prepare the populations in danger.

Atmospheric research through the World Meteorological Organization and partners is leading to better understanding and forecasts of natural and meteorological hazards by the scientific community. Now we are joined by broadcasters and we hope that valuable information and scientific developments will be communicated to people in understandable manner.

Nargiza Numanova**ABU SG Personal****Assistant and****Coordinator of 8 online workshops**

This is a very important global project that tackles a vital topic - the role of media in Disaster Risk Reduction. Undoubtedly, media plays an essential role in delivering timely, reliable and understandable information about imminent natural disasters, about climate change and adaptation solutions.

I am happy to be a part of this project. The pandemic changed the original plans to have physical workshops on content creation, early warning system and weather forecasting. This did not happen and we had to deliver online workshops to 15 ABU member organizations within two months.

The most difficult part was to work across time zones as our trainers and participants were from different parts of the world. Trainers were based in UK, USA, Canada and Trinidad and Tobago, participants in Bangladesh, Bhutan, Fiji, Indonesia, Nepal, Papua New Guinea, Sri Lanka and Thailand, while the workshops' coordinators were in Malaysia. Sometimes we conducted sessions at 3AM, and simple tricks helped to look fresh on the screen. I really hope that for the second phase we will be able to travel to those countries and work face-to-face with the colleagues.

Ruchi Malhotra**ABU SG Office Assistant****and Coordinator of 8 online workshops**

I consider "Global Media for DRR Initiative" as an excellent and most relevant opportunity for media professionals to gain or enhance knowledge from world experts during the current times. The training will strengthen organizations capacity to broadcast accurate and relevant information not only during the disasters, BUT, most importantly, issuing timely emergency warnings to avoid loss of lives and livelihoods and prepare people how to avoid disasters.

I learned a lot from the trainers and was also very happy to meet virtually so many colleagues. People from our members. The best part being a coordinator of some of the workshops was to see the enthusiasm of the participants and that the team work continues to change the attitude in their organisations, to have concrete Action Plan and help people and communities to be more resilient. It was an honour for me to be part of the team and hope I have contributed a bit to this important project.



Interview with Stephanie Speck Chief of Communications, Knowledge Management and ITC, UNDRR

Last year UNFCCC and UNDRR signed a Memorandum of Understanding to work together to address the climate emergency and associated disaster risk. What does it mean in practice?

It means several things. One is that we jointly recognise that the climate emergency is not going away. In fact it is growing and there is no corner of the globe that can escape it. It affects all of us, old, young, no matter where we live, no matter what money we earn, no one is immune. Extreme weather events, which are largely associated with changing climate, have almost doubled in the last 20 years and you can imagine what happens if we see another doubling in the next 20 years. The other fact is that the world is on track to exceed 3°C in global temperature rise and needs accelerated cuts in annual global emissions of 7.6% to meet the 1.5°C goal and 2.7% for the 2°C. s not on track to meet 3% cut in global emissions, which means that we have very short future on this planet.

So, realising the extreme urgency and emergency of the situation, we signed MOU to say that as the two key UN agencies on the topic of climate and risk, we need to make sure that we are really working together so that we can be as helpful and useful to the member states as possible in the advice we give and the programmes we provide to member states, to make sure we ease their burden of dealing with climate, rather than add to the burden. The better we harmonise our joint efforts, the better the results will be for member states.

Our joint efforts revolve particularly around a few things. First is advocacy because we know that increasing understanding and awareness leads to action. We do not change things that we do not understand and we don't change things that we don't think apply to us. So, advocacy from personal to government level is really important, it's a key component for an understanding of the memorandum. Another aspect of the memorandum is that every country is responsible for a large number of plans and strategies that it has to develop as a member state of the UN. One is a risk reduction strategy and the other is a National Adaptation Plan. The National DRR strategy is about preventing the impact of existing risks and preventing the emergence of new risks and helping governments set up risk governance mechanisms to be able to deal with risk on behalf of their populations.

National Adaptation Plans are about what we have to change now to give us the best possible shot in dealing with climate. What we are saying is, rather than asking governments do these two separately, can they bring them together in one. That's a very practical and concrete measure of how we are trying to get agencies to work together. This is essential and it is the benefit of multilateralism. We often hear that UN is big and faceless and very demanding but the UN at its best means that countries have less to do, they should be properly supported

Continue next page >>

and the outcomes should be felt not just in countries but in regions and across the globe. That is the benefit of multilateralism and that is what we are hoping to see through this MOU.

On March 11 the world marked the tenth anniversary of the Great East Japan Earthquake and Tsunami. Could you say that the world is more prepared for disasters of this scale now than 10 years ago?

Yes, I believe we are safer than we were 10 years ago. If COVID 19 has any upsides, one of them is that we see that procrastination costs lives, and prevention saves lives. The 10th anniversary of the Great East Japan Earthquake and Tsunami is really a potent reminder of vulnerability. It shows this incredible interconnectedness of the risks. What happens underground causes a nuclear reactor meltdown with consequences for energy policy around the world. COVID 19 has shown us the same thing - a biological hazard grew to a health pandemic that led to economic collapse across the world. Poverty rates are growing for the first time in the last 10 years and 500 million jobs have been lost.

I think we are safer because I believe people are starting to think more about risk. We actually think about risk every time we get into a car and put our seatbelt on. That is a subconscious reaction to risk. We understand the risk and know what to do about it. It is a daily action that we take. Washing our hands is another daily action to prevent risk. Over the years we have absorbed many basic level lessons about risks that make us much safer than we were decades ago. We have some country wide lessons about risk that we need to address. At a country level governments

have to know what their risks are, need to be prepared to invest in reducing risk. Sometimes it is a difficult decision for a country to make because preparing to invest in a risk that might never happen is also a risk. For instance, if a prime minister has to invest 5 billion dollars to prepare the country for a tsunami and it never happens, citizen might ask "Why did you spend 5 billion?". On the other hand, if we don't prepare and the tsunami happens then citizens will ask "Why you didn't think about us?" We saw in Japan that they had taken extraordinary measures, otherwise the disaster could have cost many more lives and many more property loss, it could have been worse. It was the most expensive disaster in the history of the world and it could have been worse, except that Japan has already had incredible measures in place - earthquake and tsunami warning systems that helped people to flee. In India and Bangladesh, 50 years back a cyclone killed over 300,000 people, actually, no one knows the exact number. Two years ago a cyclone of the same scale caused reported fewer than 20 deaths. Every death is too much but if we compare these figures, we can say that we can really do something about risks.

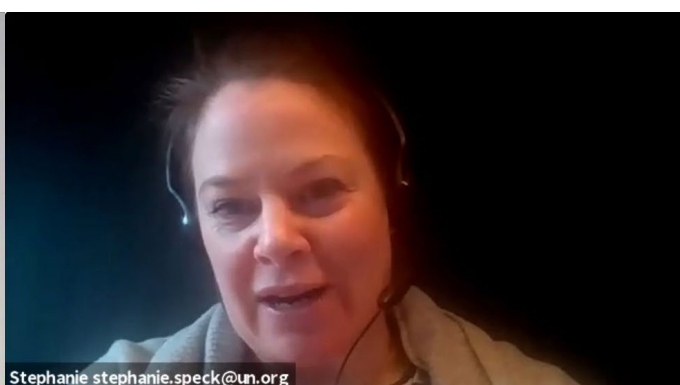
The Sendai Framework envisages each country to develop and implement National Platform for DRR. How far has work advanced? Are all 190 countries that signed the Sendai Framework on track to have by 2030 comprehensive multi-hazard DRR policy?

That is one of the 7 targets of the Sendai framework, "Target E", stating that every country will have both National Disaster Risk Reduction strategy and a Local Disaster Risk Reduction Strategy (city level). Today,

101 countries have National DRR Strategy which means we are over half way through. Many countries still have to come onboard. We know that some countries' vulnerability is dependent on other countries' vulnerability. We are not safe until we are all safe. Globally we need to know that each country has its own Risk Reduction strategy for the safety of all of us. This is at the national level. At local level, our programme called Making Cities Resilient is the way in which we help cities to make local disaster risk reduction strategies, to recognise what their risks are and to plan so that they become more and more resilient through addressing their local level risks such as socio economic, building risk, health risks, etc. We have just relaunched this campaign and we are hoping to target about 10,000 cities to make the life of their citizens safer. We had 4,700 signed up to the previous campaign, this is the continuation, and we are hoping we reach 10,000 cities.

We are talking about digital divide, but can we also talk about DRR divide with less developed countries lagging behind because of lack of resources and capacity?

Yes, very much so, and that is really a strong point to make. Nothing undermines development like a disaster. What we mean by that is that decades of development can be undone in a moment by tsunami, in six months by a pandemic and in a matter of hours by an earthquake. People who are most at risk are ironically the people who have done least to contribute to global warming. Alongside COVID last year we saw another large rise in the number of major floods and storms. We can also be very clear that some people are more vulnerable than others like children, women, elderly, persons living



with disabilities. We have seen the pandemic really bringing this lesson home. That can be because of cultural restrictions. We saw in the 2004 Indian Ocean Tsunami women in Sri Lanka drown because they had not been taught to swim, it was not considered culturally appropriate, same happened in the Maldives. We have seen very concrete examples of that. Inclusion, in terms of Disaster Risk Reduction, is really a big deal for UNDRR. Bringing people who are most affected into the decision making process so that everyone has a voice and their voice is listened to and incorporated in the planning that countries do to address how risk affects the most vulnerable. .

The COVID crisis reinforced the significance and the role of media in times of disasters. What lessons about communications and partnership with media learned during the COVID crisis can be used to address the climate emergency and associated disaster risk? Has media become a reliable, valuable partner for DRR?

There are two parts of this question. The first is that a big part of the Sendai Framework was that it tried to shift the approach from managing a disaster to managing a disaster risk. It's a policy framework that made us all change the way we think. This is one of the first global frameworks that mention the pivotal role of media not just as messenger but as a factor for behavioural changes. Media are instrumental in showing us what are the risks that are facing us and helping us understand what we do at personal level, at community level and at country level. Sendai Framework makes particular reference to the media as a partner. This is a fundamental change in thinking.

The World Broadcasting Unions' project that we have now is saying that media is not just to be used after the event, although that is very important because media has a role after an event to hold governments accountable and ask difficult questions such as: are we building back better, are we recovering resiliently. Media have a critical role also before disaster in helping people understand what they should do so it is like pre-warning / early warning, early action role. The fact is, in many places around the world people do not know what to do if disaster strikes. In the 2004 Indian Ocean Tsunami, people stood on the beach and watched the waves coming. During the disaster media has to provide accurate information, the vetted information that

comes from the right sources. We know that while the use and reliance on social media is growing, a public service broadcaster is the most reliable source during disasters. That's what makes the funding of a public broadcaster incredibly important. You can draw a line between funding a public service broadcaster and lives saved e.g. Australian bush fires. They are trusted partners before, during and after a disaster and that is what we have tried to take advantage of in this project.

ABU members are serving the most populous and diverse region, which happens to be also most disaster-prone, sometimes referred to as the world's Disaster Super Market region - Asia Pacific. What should be the ABU role in saving lives?

Public Service Broadcasters reach more than 3 billion people in the region and there is no other medium to reach 3 billion people other than public broadcasters. When it comes to the dissemination of disaster related information, reliability

and accuracy are essential. UNDRR encourages strong ties between national disaster management agencies and ABU members in the knowledge that information saves lives when it is shared with the public in a timely, reliable and accurate manner. This is the essence of public service broadcasting espoused by ABU members.

We have a long history of partnering with ABU on different projects and a trusted relationship knowing that when we are talking to ABU we are essentially talking to 3 billion people and we know that ABU has a real heart for DRR. It sees people as citizens, not consumers and therefore, knows it serves the interest of citizens. We really appreciate that ABU always focuses on what else we could do as public service broadcaster to serve vulnerable people, so we appreciate that partnership

very much. It is ABU who really came to us with the idea of the Global Media for DRR and kicked off this project with us and have been instrumental in bringing other public service broadcasting unions on board for the project. We hope that ABU members will continue to use the platforms provided by International Day for Disaster Risk Reduction on October 13 and World Tsunami Awareness Day on November 5 to communicate on disaster risk to their audiences and to reflect back to those audiences efforts being made by government and civil society to reduce disaster risk at national and local level.

We have a long history of partnering with ABU on different projects and a trusted relationship knowing that when we are talking to ABU we are essentially talking to 3 billion people. We know that ABU has a real heart for DRR and it sees people as citizens, not consumers and therefore, knows it serves the interest of citizens. We really appreciate that ABU always focuses on what else we could do as public service broadcaster to serve vulnerable people, so we appreciate that partnership very much

ABU Planning Towards Gender Equality, Diversity and Inclusion In Media Workplaces, Content And Services

The ABU continues to bring innovative and practical solutions to empower the media in the Asia-Pacific through projects focused on gender equality, diversity and inclusion across all areas of their business and output. Two major projects accomplished



BROADCASTING FOR ALL: THE MEDIA MAKING A DIFFERENCE THROUGH DIVERSITY AND INCLUSION PLANNING ACROSS THE ASIA-PACIFIC REGION

UNESCO supported an ABU project “Media Strategy for Gender Equality in Employment and Content in Asia Pacific”. It was specifically aligned with the International Programme for the Development of Communication (IPDC) in close consultation with the Adviser for Communication and Information in Southeast Asia (UNESCO Bangkok). The project was designed to provide the Asia and Pacific broadcasters who signed up to the project, with regional workshops and meetings, as a group and within their own headquarters, to support the outcomes of the project. This was curtailed due to the global pandemic and alternative online strategies were developed to aim to meet the objectives by the end of 2020.

This resource has an extensive list of pointers for media organizations to:

- Foster gender equality based on five main areas – gender balance at decision-making level; gender equality in work and working condition; safe working environment for women and men; equal pay; and work-life balance.
- Promote ethical codes/editorial policies in favour of gender equality in media content.
- Measure and consider gender portrayal in media content.

The ABU, as an active, long-term contributor to the important area of gender, diversity and inclusion in the media across the region, aims to provide leadership to its media membership through the outreach campaign Broadcasting for All: Gender and Diversity in the Media, which strives to make a difference and reflect all the stories through a more diverse representation of people and cultures in media employment, content and services.



The project, spanned 2019 and 2020, with objectives and actions to:

- Develop and implement a survey on Diversity and Inclusion in the media to assess existing policies and practices on gender equality and diversity and inclusion. The survey to be based on the GSIM and broader diversity and inclusion policies and practices across world-wide corporations including media organisations.

- Provide an analysis of the survey results with benchmarks for media organisations to measure improvements in the diversity and inclusion area.

- Respond to the baseline survey results and the identified benchmarks, by guiding and supporting some of the surveyed organisations to develop tailored Diversity and Inclusion Plans with relevant objectives and strategies, realistic timeframes, performance indicators and monitoring and evaluation processes.

- Provide support to the participating organisations with their business case and communication strategy,

to maximise the effectiveness of the implementation and roll-out of their Diversity and Inclusion Plan.

- Develop and deliver diversity and inclusion planning workshops and webinars to the participating organisations.

Diversity and inclusion helps media organisations to enhance their business case, content and services through: a broader range of perspectives; meeting charter and legislative provisions and community expectations; promoting a positive workplace culture and flexibility in the workplace; enhancing audience experience, connection, appeal and growth; providing a fairer, more respectful and accurate coverage and portrayal in content; and making a difference by telling all the stories and reflecting a range of faces, voices, issues and perspectives across content and platforms.

ABU Members Diversity And Inclusion Survey

RESULTS OF DIVERSITY AND INCLUSION IN THE MEDIA SURVEY IN THE ASIA-PACIFIC REGION



UNESCO INTERNATIONAL PROGRAMME FOR
THE DEVELOPMENT OF COMMUNICATION
(IPDC) PROJECT WITH THE ASIA-PACIFIC
BROADCASTING UNION (ABU)



The Media Diversity and Inclusion Survey was completed by 12 ABU media organisations.

Based on the UNESCO resource Gender-Sensitive Indicators for Media Framework and a range of best practice diversity and inclusion plans and initiatives across corporate and media organizations, the survey comprised six sections:

- Organizational data
- Employment data by gender and diversity groups
- Leadership and planning
- Representation and equity
- Positive and safe work environment
- Content and Services

The survey provided a snapshot of the gender, diversity and inclusion landscape of participating Asia-Pacific broadcasters and helps to identify what is currently in place and what are the gaps that can be addressed by developing tailored and relevant diversity and inclusion plans, policies and activities. It produces baseline data and benchmarks for determination and implementation of potential initiatives and the opportunity for further data collection and analysis to measure progress in this important area.

See the analysis and recommendations report link [here](#).

WORKSHOPS AND WEBINARS

ABU Senior Executives participated in initial workshops that introduced the background, rationale, benefits and outline of being involved in the project from the survey stage through to final sign-off of their tailored gender, diversity and inclusion plans. During 2020, webinars on Diversity and Inclusion in the Media were developed and delivered to the project's participating broadcasters as well as a broader media group. The webinars focused on all aspects of the development of Diversity and Inclusion Plans, under the four main areas of:

1. Leading with Diversity and Inclusion in the Media. How media leaders and senior managers can enhance diversity and inclusion capabilities. What is current best practice with corporate diversity and inclusion, what are the issues, challenges and benefits. Learn about being a D&I Champion and mentor!

2. Why Diversity and Inclusion? What's in it for media organisations?

An outline of the business case with the three key stakeholders - the media employer, the workforce and audiences. Explore how to develop a D&I strategic framework through case studies and corporate planning.

3. A Conversation about Diversity and Inclusion in the Media Workplace.

What are the issues of embracing employment diversity and equity and creating an inclusive and positive workplace environment. Learn about policies and strategies that measure, attract, develop and retain a diverse workforce and address discrimination, harassment, bullying and safety. Explore flexibility and work/life balance. See what is relevant for your organisation with a more inclusive group of employees including in management roles and non-traditional areas of work, taking into consideration gender, race, ethnicity and religious diversity, people with disabilities, generational diversity, sexual orientation and identity and those with caring responsibilities and living in remote locations.

4. A Conversation about Diversity in Content and Services. A strategic look at how the media can enhance: editorial policies on balance and inclusion in regard to diversity, bias and stereotypes; storytelling, programs and journalism to include a broader range of topics and people, more reflective of all of the audience; the 'look' and 'sound' of the media that shows a range of voices, faces and perspectives; and behind the scenes tips on production, accessibility and digital issues for diversity. The session explores a range of ideas about diversity in content and services that focus on gender, cultural and religious diversity representation, across generations and the portrayal, inclusion and access for people with disabilities, amongst others.

2. Employment data by Gender and Diversity Groups

2.1 Number of Employees by Gender

The majority of respondents reported between 22% and 47% of women employees of total number of employees. One organisation had 50% women and men. Three of the broadcasters with over 2,000 employees, each had over 40% female staff.

2.2 Number of Board Members by Gender

Of the 10 respondents:

- 3 reported all-male Boards
- 2 had female-majority Board membership
- 2 had equal representation
- 3 had between 29% and 40% women members

2.3 CEO/MD by Gender

- 9 men and 3 women

2.4 Number of Executive Team (including CEO/MD by Gender)

Of the 11 respondents:

- 1 had an all-male Executive Team
- 1 had female-majority members
- 4 had equal representation
- 5 had between 17% and 38% women members

2.5 Data available of all Senior Executives by Gender

83% Yes **17%** No

2.6 Data available of Content Makers/Journalists by Gender

83% Yes **17%** No

2.7 Gender Pay Equity Analysis undertaken

42% Yes **58%** No

2.8 Data available of other Diversity Groups

Yes:	
• Cultural/Race/Ethnicity	33%
• Language	25%
• Indigenous	17%
• Religion	17%
• Disability	42%
• Age Ranges	50%
• None of these	17%

RESULTS OF DIVERSITY AND INCLUSION IN THE MEDIA SURVEY IN THE ASIA-PACIFIC REGION

Survey Respondents

ORGANISATION	COUNTRY
Australian Broadcasting Corporation	Australia
Fijian Broadcasting Corporation	Fiji
Radio Republik Indonesia	Indonesia
Mauritius Broadcasting Corporation	Mauritius
MTV Channels (Pvt) Ltd / MBC Network (Pvt) Ltd	Sri Lanka
Radio Taiwan	Taiwan
Thai Public Broadcasting Service	Thailand
National Broadcasting Services of Thailand	Thailand
Turkish Radio Television Corporation	Turkey
National Television and Radio Company of Uzbekistan	Uzbekistan
Vanuatu Broadcasting and Television Corporation	Vanuatu
The Voice of Vietnam	Vietnam

Broadcaster's Diversity and Inclusion Plan Development

Following the survey and its analysis, and workshop and webinar participation, the project confirmed five ABU member-broadcasters committed to develop tailored Diversity and Inclusion Plans for their organisations:

1. Bhutan Broadcasting Service
2. Fijian Broadcasting Corporation
3. Radio Republik Indonesia
4. Vanuatu Broadcasting & Television Corporation
5. Voice of Vietnam

These organisations worked with a range of tools and templates and through online meetings and correspondence to develop their Diversity and Inclusion Plans, and strategic actions to support the process and implementation. The timeframe of the plans is 2021 to end 2023 and the actions come under the four areas of leadership; representation; content and services; and positive work environment.

The final Diversity and Inclusion Plans contained messages from the CEOs of the ABU organizations including:

*"At the **Fijian Broadcasting Corporation** we constantly strive to create a sense of belonging for all Fijians on our own volition that automatically becomes a part of them. Diversity is everything we do, we seek out employee differences or what they can bring to the table and celebrate these differences".*

Riyaz Sayed-Khaiyum, CEO FBC



*"As the national broadcaster, the **Voice of Vietnam** has the loyal mission of serving listeners, constantly innovate program's quality to meet the increasingly diverse needs of audiences." **Mr Ngo Minh Hien, Vice President, VOV***



Launch of RRI Diversity and Inclusion Plan



*"As President Director, I am confident and proud that **RRI** participated as one of the Broadcasting Institutions in Asia Pacific that participated in Diversity, Inclusion and Gender Mainstreaming organized by ABU and UNESCO. In Indonesia the representation of women in political and social organizations still needs*

*encouragement and attention." **M. Rohanudin, President Director of LPP Radio Republik Indonesia.***

*"The **Vanuatu Broadcasting and Television Corporation** remains committed to an innovative and sustainable ni-Vanuatu approach to a broadcasting service that supports the progress of gender equality and social change. It's based on the belief that good governance requires a dedicated focus on integrating gender equality." **Francis Herman, CEO VBTC***



MOVING FORWARD WITH MONITORING PROGRESS AND DIVERSITY AND INCLUSION PLANNING

ABU members and the media generally, are encouraged to complete the ongoing Media and Diversity Inclusion Survey to assist the monitoring of progress. And to consider joining with the other ABU media, in developing their own, tailored Diversity and Inclusion Plan, that will provide a focused and practical way to set and meet objectives in this important area. For more information and how to join this fascinating project which will improve your organisation overall performance and ratings, please contact Ms Natalia Ilieva, Head of SG's Office at natalia@abu.org.my

Moving Ahead With Diversity and Inclusion in The Media



*A brief interview with Ms Chrissie Tucker:
Media Gender and Diversity Specialist
Representative for the ABU*

It seems that Diversity and Inclusion project is gaining popularity among ABU members. What is the latest?

Diversity and Inclusion in the media has come a long way in the past decade in the Asia-Pacific region, through the work of the ABU and in conjunction with UNESCO and global and regional partners. From a focus on gender to the broader diversity and inclusion framework, ABU broadcasters have embraced the range of initiatives and conversations by becoming gender and diversity champions, signing up to small and large projects, enthusiastically participating in conferences and seminars and generally being open to cultural change and boosting community and audience representation and content that reflects all of their local societies.

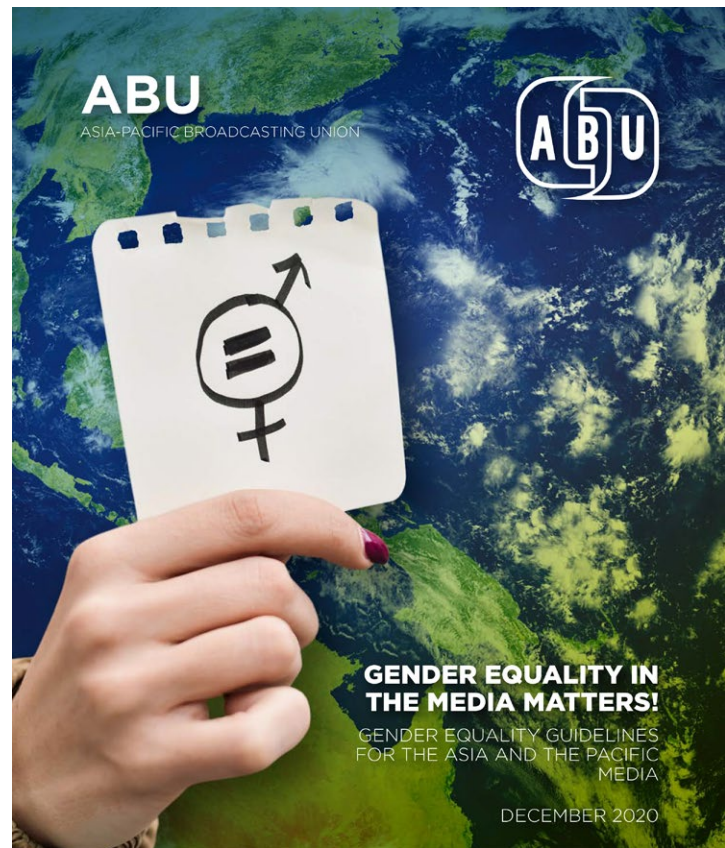
The growing number of broadcasters who have participated in recent surveys and those who are currently implementing their Diversity and Inclusion Plans provide an impetus for others to do likewise and we encourage this, so that the awareness and integration; planning within a strategic framework; and positive objectives and actions; have outcomes that fit in with global trends for diverse and inclusive organisations and the push for greater gender equality.

ABU is a leader in D&I in media in the region and recognized by the other professional organisations as one of the forces for change through its unique approach. What is the international impact and follow-up collaboration?

The gender and diversity media work in the Asia and the Pacific region has evolved to a practical stage through the work of the ABU and partners, both in the region and globally. Guidelines and forums that form part of the body of work developed over time, are essential as sources of information, case studies, best practice and discussion for media practitioners and organisations. This work is enhanced by sharing and networking both within the region and with other regional and global bodies.

The ABU has been able to collaborate with other Broadcasting Unions throughout the world and with UNESCO and UNI Apro as well as with European and American sponsors. Further to this work, the ABU has developed original, strategic activities that include a gender and diversity champion framework of senior leaders in the region, an extensive survey of gender and diversity policies and initiatives and a project model that enables the practical implementation of objectives and actions through tailored diversity and inclusion planning for the media. This practical approach has been recognised across regions and supported by UNESCO within the Asia-Pacific, and during 2021 there are projects in the pipeline, under consideration, for other regions and related industries.

GENDER EQUALITY IN THE MEDIA MATTERS! Gender Equality Guidelines For the Asia and Pacific Media – The Workplace



EBU
OPERATING
EUROVISION
AND EURO-RADIO

ADAPTED FROM
**THE EBU GENDER EQUALITY
GUIDELINES FROM PUBLIC
SERVICE MEDIA**
DECEMBER 2019 REPORT

With the support of

United Nations
Educational, Scientific and
Cultural Organisation

Sustainable
Development
Goals

The second major partnership of the ABU and UNESCO, which was completed at the end of 2020, was the adaptation of the the European Broadcasting Union's All Things Being Equal Gender Equality Guidelines from Public Service Media (launched in 2019).

Across the world, the media connects people, tells stories, reflects cultures and provides information and services. Through its content, vision, sound, print and digital platforms, broadcasters and other media providers can make a difference to bring communities together, address discrimination, highlight societal issues and present content that reflects the members of all of the communities. This includes focussing on, and representing everyone, including by gender – women and men, girls and boys.

The ABU Guidelines Gender Equality in the Media Matters! are specifically aimed at the media in the Asia and Pacific region with the overall focus being on the media workplace. You can

access the guidelines via the link ([ABU Guidelines Gender Equality in the Media Matters!](#))

THE CONTENT OF THE GUIDELINES

To enable media organizations to work towards gender equality – detailed actions and case studies in the Guidelines provide a roadmap – addressing leadership, planning, communication, data and representation, fair pay, and conditions of service.

As well, workplace culture plays an important role in achieving sustainable organizational change in the important area of diversity and inclusion. The Guidelines outline the context and practical steps of managing culture change and highlight how to foster an overarching positive work environment. Workplaces can lead the way with strategies and tips for addressing stereotypes, discrimination, harassment and bullying; supporting all employees with their work and life balance commitments with fair and

flexible leave provisions and flexible work arrangements; and engaging all staff, men and women, in working together to bring about change and a fairer and more inclusive workplace environment for all.

Throughout the Guidelines, the context, data and case studies specifically reflect the Asia and the Pacific region, individual countries and broadcasters. Themes and initiatives are considered within the context that 'one size doesn't fit all', and that particularly in the Asia and Pacific region, there are marked differences across the area in regard to where countries and media organizations are up to, on their gender equality and diversity and inclusion journey. Many factors come into play, with differing economic, societal, governmental and cultural influences, as well as size and coverage. In 2020, the global pandemic caused world-wide disruption and distress, with the media playing a crucial role to communicate and report on the issues, spread, control measures and ongoing state of play within their countries and externally.

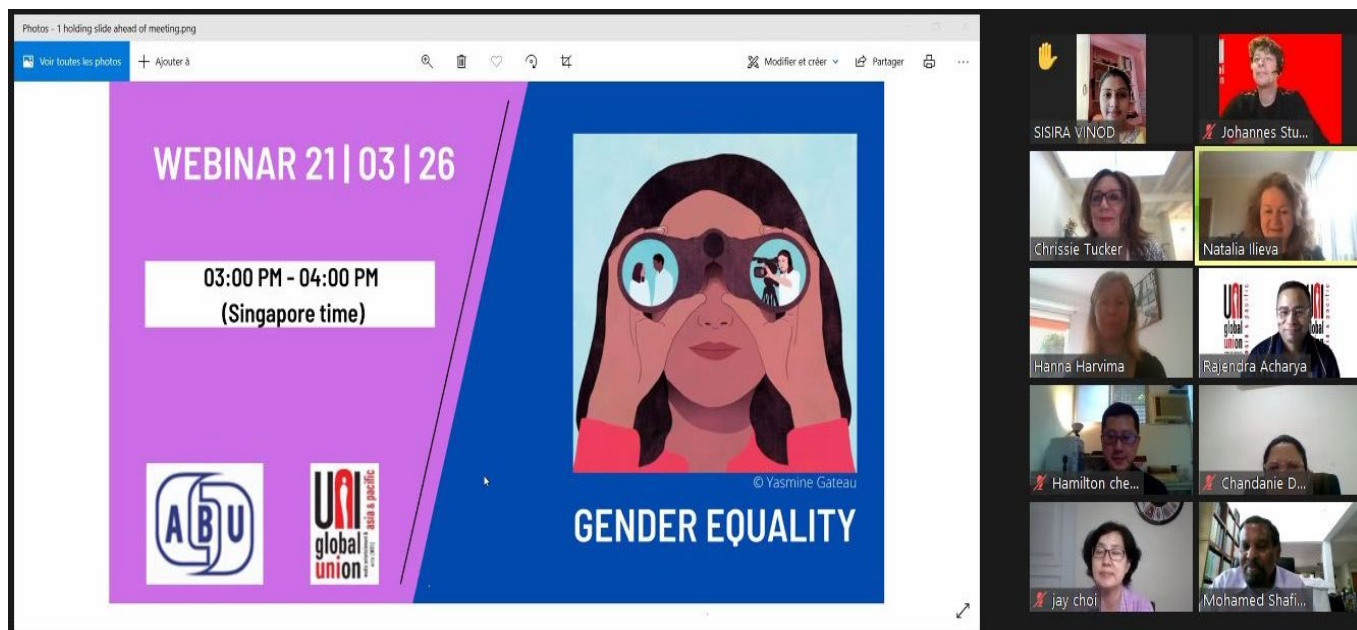
The one unifying consideration in regard to gender equality is that the media can make a difference within their own workplace by having a structured plan in place, with achievable goals and actions – guiding them on their way to building a fairer place to work, based on gender equality and one that embraces diversity and inclusion.

MOVING FORWARD WITH THE GUIDELINES

ABU members and the media generally, are encouraged to promote the Guidelines within their organizations, distribute to key stakeholders and managers, and consider using the ideas and case studies to further enhance gender equality in the workplace, through structured planning, policies and initiatives.

Those responsible for the projects:
Misako Ito, Adviser for Communication and Information, UNESCO Asia-Pacific Regional Bureau for Education
Natalia Ilieva, Head of ABU Secretary-General's Office, Project Co-ordinator
Chrissie Tucker, Media Gender and Diversity Specialist Representative for the ABU.





Global Webinar Promotes ABU Work In Gender Equality

ABU MEMBERS WITH NEW DIVERSITY AND INCLUSION PLANS 2021-2023



ABU and the global union for Media and Entertainment Industries UNI – Apro MEI organised a Webinar on organisational Gender Equality Plans.

Around 70 media professionals from across the world joined the webinar on 26 March 2021.

Chrissie Tucker, Media Gender and Diversity Specialist and lead Consultant of ABU work in the area introduced gender equality plans adopted by several members as part of the ABU/UNESCO project Media Strategies for Diversity and Inclusion. The Plans of BBSC, Bhutan; FBC, Fiji; RRI, Indonesia; VBT, Vanuatu and VOV, Vietnam were showcased. She also introduced the Diversity strategy of another ABU member – ABC, Australia.

Video presentations from Mr. Hien, VOV Vietnam, Vice-President; Mr. Riyaz Sayed-Khaiyum, FBC CEO, Fiji and Ms Malonie Albert, Diversity and Inclusion Officer, VBTC Vanuatu provided an overview of the launch and implementation of the Diversity and Inclusion Plans in their organisations.

Ms Chrissie Tucker also briefed on the Guidelines for Gender Equality produced by Asia – Pacific Broadcasting Union and European Broadcasting Union.

Ms Hanna Harvima introduced the UNI MEI work on equality, while Mr Hamilton Cheng from TPTSEU, Taiwan, presented Equality plans from the trade unions perspective.

In the words of Mr Rajendra Acharya, Secretary – General of UNI APRO: “The cooperation between ABU and UNI Apro gives immense strength and opportunity to work to better the broadcasting sector and people in this industry. In many aspects, we work in similar interests and get together to work toward the same goals.

The Head of SG Office, ABU, Ms Natalia Ilieva, who is leading the Union’s outreach campaign “Broadcasting for All”, announced that the next joint webinar in April will be on effects on mental health of media professionals of the COVID 19 pandemic.



Public Broadcasting Corporation of the Kyrgyz Republic Sends Summary of COVID-19 Battle in Video Message

Mr Baktiyar Aliev, General Director of Public Broadcasting Corporation of Kyrgyz Republic sent a video message to the ABU for the benefit of all its members in order to inform of their effort to battle the pandemic. Below is the transcript of the message:

I would like to inform you about the problems faced by the Public Broadcasting Corporation of Kyrgyz Republic during the Covid-19 pandemic in Kyrgyzstan.

On March 18, 2020, the first cases of a new coronavirus infection were detected in Kyrgyzstan. Within few days, our Government has declared an emergency situation throughout the country in order to prevent a worsening of the epidemiological situation.

Measures to reduce the risk of the spread of infection within the Corporation have started well in advance and were fully justified. Among the first restrictions was the

cancellation of studio programs with audience participation, all business trips within and outside the country. A special regime was announced in the Corporation, where access to the buildings of the KTRK was carried out by the approved list, strictly for those employees whose presence is mandatory to continue the air broadcasting, the rest of the employees worked remotely in self-isolation.

The corporation was entrusted with a great responsibility for timely and reliable information of the population and selection of television and radio content to cheer up the population in a difficult time. During this entire period, not a single KTRK channel interrupted its broadcasting. The number of TV series, films, archival materials and other content of a similar nature has increased and most of our partners gave a helping hand by providing us with free tv content.

Balastan children's channel did a great work and produced 650 series of TV

lessons for school children. This is a huge contribution to the ongoing educational process of the children of Kyrgyzstan.

The news channel "Ala -Too 24" continued to work hard in a special regime. I consider our journalists as heroes as they worked in the red zones, accompanied the rescue services and doctors, every day they participated in all government briefings and other important events. All employees were provided with protective equipment against coronavirus, we did our best to keep our employees safe.

Despite all the precautions, some of our employees have been infected with coronavirus. But thank God there were no loss of lives.

It is difficult to say how long this will last and what consequences are expected. The world will definitely be different, but for today's challenge it is important to save yourself and loved ones.



Lt. Gen. Sansern Kaewkamnerd, DG, Government Public Relations Department, NBT Thailand- sends Video Message

Mr Kaewkamnerd was asked - as what is the most important lesson NBT has learned from the pandemic that can help media professionals in addressing future challenges? Below is his response:

Sawasdee. Executives of media organizations, ABU members, and all participants.

I am Lt. Gen. Sansern Kaewkamnerd, Director-General of the Government Public Relations Department, Office of the Prime Minister of Thailand.

I am delighted to share with you the lessons we have learned from the COVID-19 pandemic.

The Government Public Relations Department, or known as NBT Thailand, is the national media organization responsible for communicating with the public to create awareness, understanding and trust on the government's measures in coping with the pandemic, and recovery efforts on the economy, by collaborations with the public, private and social sector, as

well as focusing on the people's orientation to get through the crisis.

We have learned from the crisis that the media have vital roles in promoting awareness and understanding among the public that leads to strong cooperation in self-prevention and adaptation to the 'New Normal' lifestyles without panic. I would like to classify the roles of state media agency into four categories:

The role in communicating and disseminating message and information to the people in a prompt and reliable manner

We have turned crisis into opportunities by establishing the Centre for COVID-19 Situation Administration (CCSA).

A spokesperson has been appointed to provide information, facts and figures with accurate statistics, to the public and the media in both Thai and English through the daily briefing.

Guidelines for proper behaviors and practices urging for cooperation from all parties are presented. CCSA daily briefing has become the main source of information that every media organizations and the public can trust and use as references for their communication.

Our media outlets also provide two-way communication platforms to ensure Thais and foreigners about the readiness and the efforts of the government in dealing with the pandemic.

The media's role in coping with an "infodemic" by promoting media and information literacy

When crisis and disaster happen, this may cause the spread of disinformation or fake news on social media. People can easily share them by just one click. This poses a threat to public safety during the pandemic.

Realizing the problem, the Thai government established the Anti-Fake News Center to manage and help the people verify the information published on social media and the internet.

When this center receives or detects the disinformation or fake news, it forwards the issues to related agencies to verify the information and giving the facts. The public can then recheck the correct information within two hours via all channels of the center: website, Facebook, Twitter, and call center.

In addition, Thai media have the role in promoting media, information, and digital literacy in the community by disseminating verified information on their platforms and using the Anti-Fake News Center as a reference source of information.

The role in communicating information to guide the people in adapting the "New Normal" lifestyle, and to see the opportunities in living with the situation

As the government issues measures to mitigate the impacts of COVID-19 on all group of people, including migrant workers. The example schemes for Thai people are the "We Travel Together" travel promotion campaign, the "Khon La Khrueng" (Let's Go Halves) campaign, and a new financial aid scheme known as "Rao Chana" (We Win).

We also communicate to clarify the government's plan to provide COVID-19 vaccinations by giving the importance on the priority and people's safety. Thailand has started COVID-19 vaccinations for the first time on 28 February 2021.

The media role in working with 20 ministries in public information management

The Government Public Relations Department, under my supervision, has been working closely with the Office of the Public Sector Development Commission, and the Government Spokesman Bureau, to set the guidelines for the public sector to manage public information which is very critical in the digital age.

All top executives from 20 ministries collaborate in joint mechanism for public information management by clarifying the inquiries and information

related to the scope of their work, along with their main mission.

The outcomes of their collaboration in public information management is one of the key performance indicators of the executives, and will be reported directly to the Prime Minister. The ultimate goal of this mechanism is for the people to receive the correct information from the government agencies in a timely manner and to minimize the spread of disinformation about the government policies accordingly.

The Government Public Relations Department, as the main state media agency, has performed these four main roles to support the government mission during crisis. We provide platforms for the people to report complaints arising from the COVID-19 situation.

We emphasize on giving reliable information that our network and other media agencies can use as a credible source.



Mr Ngo Minh Hien , VOV Vice President's Message on COVID-19 Challenges

and articles on a daily basis; made available in 12 foreign languages and 13 ethnic minority languages via 8 radio channels, 17 television channels, print and online newspapers.

Mr Ngo Minh Hien said, *"I personally think that the crisis was a broad opportunity for broadcasters, motivating them to create practical content upon the audiences' needs."*

He added that they have learned two significant lessons from the pandemic.

Mr Ngo Minh Hien, The Voice of Vietnam said that the COVID-19 pandemic had not only brought about challenges for media broadcasters, it has also created opportunities for them in regards to developing new strategies to operate in the new norm.

During the pandemic situation, The Voice of Vietnam has taken on new initiatives in the areas of management, production and transmission to attract a wider set of audience, including younger viewers and listeners. They have taken the necessary steps to provide updated and reliable information to their audience which would assist in the prevention and control of the pandemic spread.

Their multi-platform and multi-language transmission system has allowed them to share news, reports

First is that the role and value of public broadcasters have strengthened, as the mass media became the most sought-after and trustworthy source for precise and accurate content, specifically due to the uproar caused by the infodemic i.e., misinformation and fake news. They implemented new programmes during the pandemic to cater to the needs of their audiences, such as online teaching and talk shows with specialists. Their online apps have also gained great popularity.

Secondly, because of the limitations in direct contact, the application of digital technologies has given broadcasters an opportunity for them to reach out to their audiences more effectively. Maximising digital technologies, such as social media and online apps is undoubtedly in line with the efforts of broadcasters to improve the efficiency of delivering content and services to their audiences.



In a video message sent to the ABU, the Dr said that the COVID-19 pandemic had brought about massive challenges for almost all sectors in Sri Lanka, including the broadcasting sector.

As the national TV station of Sri Lanka, they have managed to fulfil two Herculean tasks during the pandemic.

Firstly, they launched a massive media campaign with the aim of protecting the citizens of Sri Lanka from the pandemic. Secondly, they operated their institution with a minimum number of employees who had to work in accordance to newly designed work schedules.

The latter was necessary to safeguard the valuable lives of their employees. The transformation had to take place whilst adhering to the laws and regulations of the government, such as the implementation of quarantine laws, epidemic control missions and travel restrictions. They have also supported the COVID-19 vaccination process, alleviating fears and misconceptions amongst the general public, caused by the abuse of social media.

In the past, SLRC had faced various threats and challenges, including a 30-year war which ended in 2008, nothing of which was close to what the COVID-19 had caused. The most important lesson learned out of the pandemic was to constantly keep themselves updated in order to face

Dr Nihal Jayathilaka, Chairman, Sri Lanka Rupavahini Corporation (SLRC) sends Video Message to ABU

new challenging situations that the future might bring.

He said that lessons learned during the first pandemic wave had put them in a better position to face the second wave. Other significant lessons learned include the design of a system to run during challenging situations, and to learn methods of keeping up the general spirit of their employees during a time of misery.

"COVID-19 will not be the last massive challenge, there are maybe such new challenges in the future as well, therefore it is vital to shape ourselves to face those new hurdles", he concluded.

Update From Russia: Mr Alexy Nikolov, Managing Editor of RT

How has RT managed its operations in light of the pandemic? RT's Alexy Nikolov gives insight into that very question....



How has RT changed its way of working due to the COVID 19 pandemic?

The WHO announced the Covid-19 pandemic on March 11, 2020. At that moment, only a few could predict how massive and protracted it would become. However, on March 13, before the lockdown was introduced in Moscow and official non-working weeks imposed across Russia, RT's management decided to move most of its staff to the teleworking mode. Fully remote operations were enabled for virtually all RT services in a short span of time, with online access to the corporate intranet, home studios for correspondents, and on-call standby shifts for TV crews. All travel was canceled, except for the most essential trips. Our programming heavily depended on re-runs of shows and documentaries, while production of new episodes and films was put on pause.

A minimum number of staff remained in the newsrooms, technical rooms, and offices to ensure uninterrupted broadcasts. All the employees observed social distancing rules, were equipped with PPEs, and had access to sanitizers installed in the rooms. These innovations allowed RT to bring contacts between employees to a minimum and cut the risk of spreading the virus.

Also, a mere 20-25% of RT staff were present in the office during those months. On January 21, 2021, RT initiated a transition to the usual workflow, bringing back its employees into the offices and studios. Everyone is expected to be back starting from March 1, with full compliance with hygiene and safety rules, although initially some staff will adhere to a rotating schedule in order to observe social distancing guidelines while in office.

What protocols has RT put in place to ensure that staff are protected against the virus?

Despite the fact that RT started to take action at the onset of the pandemic, some of our staff still contracted Covid-19. Unfortunately, it was inevitable in a city as densely populated as Moscow, where the number of cases has been the highest in the country. In order to fight the spread of coronavirus among RT employees and help those who got infected, our network set up a special response team comprising heads of departments and RT producers with diversified experience.

RT's Response Team monitors and advises RT employees who have Covid-19, pneumonia or cold/flu symptoms, as well as those who have had contact with Covid-positive people at work or outside of work. All those infected are provided with medical help and assistance in getting tested (PCR tests) and, if needed, calling the ambulance and getting admitted to a hospital. The Response Team also provides assistance when it comes to the Covid-19 vaccination of RT employees. The Response Team keeps our staff informed about the measures put in place to prevent the spread of coronavirus and information is available in multiple languages to accommodate our diverse, international team. The Response Team helps not only RT employees, but also their Covid-positive family members, including elderly people who are in a high-risk group.

RT's Response Team introduced a number of measures to ensure that RT employees are protected against the virus, including wearing masks, social distancing, keeping to working areas, using sanitizers, disinfection and UV sterilization of newsrooms, studios, technical rooms and so on. Video conferences were held instead of meetings with a large number of participants. RT offices were closed to

visitors, and those whose presence was absolutely necessary were admitted to the premises only if they had negative PCR test results.

Filming on location and in studios was scheduled in advance, with a limited number of participants. RT minimized filming in studios in favor of filming outside as much as possible. In September, RT set up an infirmary on the premises. It is open daily and provides emergency medical services to RT employees who start feeling unwell at work.

In addition, every week, RT employees are tested for Covid-19 (PCR tests), which means we can promptly identify those infected, including asymptomatic carriers and their contacts. RT employees who recovered from Covid-19 or have been vaccinated are reimbursed for antibody tests.

In May 2020, a number of RT employees were among the first to volunteer to get tested for antibodies. As a result, we discovered asymptomatic carriers among our staff. In autumn 2020, RT employees, including expatriates, volunteered to take part in the third phase of the Sputnik V vaccine clinical trials. Our expatriate volunteers were the first foreigners to take part in the clinical trials of the Russian vaccine.

Starting December 21, 2020 all news media workers in Russia became eligible for vaccination, and our staff also took this opportunity. With the start of mass vaccination in Russia in 2021, the number of vaccinated people among RT employees keeps growing and now, RT can start bringing our staff back to the office and going back to the pre-pandemic levels of media content production.

What are the Lessons Learned from this health crisis for RT long term strategy and work?

In our line of work, both senior

management and staff should always be ready to change their modus operandi when needed – and sometimes it may happen unexpectedly, just like the Covid-19 pandemic. When it began, our network had to switch into the breaking news mode, adjusting all working processes accordingly and taking necessary measures to ensure the safety of the staff. Our employees' ability to self-organize and act responsibly by taking good care of their health and their co-workers' health has been one of the critical factors, alongside trust in the organization and a clear understanding of what should be done if someone tests positive or has to self-isolate. Naturally, any such case can have a significant impact on how one does the work.

The Covid-19 virus is still new to us, and health professionals are yet to acquire full knowledge of this infection, but that doesn't mean you should be afraid to take the lead. We were the trailblazers: we were the first to start doing Covid-19 antibody tests, and then we were among the first to take part in the Sputnik V trials in Russia. RT has accumulated invaluable experience, and we will be happy to share it with our colleagues.

How do you envision the ABU and RT working together now and post-COVID-19?

As ABU's associate member, representing the country with largest land mass in Asia, we are ready to lend our expertise and support to our colleagues in resolving the challenges brought about by the COVID pandemic. Over the course of several years, RT seminars have attracted a vast international audience and we are ready to extend this engagement to our ABU colleagues. And of course, once the pandemic has been brought under control, we will be happy to have our top specialists visit international colleagues to share their know-how, and to welcome our partners to Moscow as well.

NHK Unveils New Corporate Plan 2021 – 2023



Across the globe, the COVID-19 pandemic, economic inequality, and a series of large-scale disasters have generated growing uncertainty about the future. Inaccurate or incomplete information found on the internet has fueled anxiety. Yet, more people are turning to the internet for information. Ownership of TV sets is down, especially among the young. Experts predict that people of all ages will soon spend less time watching TV than they do on the internet. In this time of upheaval, the media landscape is changing drastically.

Against this challenging backdrop, NHK (Nippon Hoso Kyokai or Japan Broadcasting Corporation) is looking for new ways to fulfill its role as a public service media organization supported by fees from viewers. NHK will adapt to the changing times, live up to the trust placed in the organisation, and make every effort to operate in a cost-effective manner. NHK will focus resources on production of diverse and high-quality content that only NHK can provide. And we will remain committed to delivering broadcast and other services that are accurate, impartial, and rich in content through the most appropriate media, anytime, anywhere. Based on these values, NHK is pursuing a new identity.

To that end, NHK pledges to transform itself into a more efficient and sustainable organization. The renewed NHK will be leaner and stronger and will carefully review its current operations, reduce the number of TV and radio channels and increase investment in the below 5 initiatives.

NHK will continue to stand firm on its public values while pursuing a new identity.

What NHK considers basic public values

Contribute to the development of a sound democracy by maintaining impartiality, autonomy and independence, while delivering accurate and unbiased information to fulfill the people's right to know. Contribute to each individual's security, well-being, education, welfare, and cultural development. Contribute to the maintenance and development of local communities and the media industry. Promote mutual understanding between Japan and the international community. Maximize NHK's value and trustworthiness among NHK's audience and the nation overall.

Although NHK's income from receiving fees is projected to be on a long-term downward trend, NHK and its affiliates will focus on NHK's unique creative capabilities, ensure efficient management, and maximize the value of viewers' financial contributions. NHK, with its nationwide network, is a core component of the information infrastructure that society relies on. NHK will pledge to preserve local communities and culture, and help build a country where future generations can live in peace and prosperity, while adhering to the ideals of the UN's Sustainable Development Goals.

Implementing the 5 initiatives

NHK will undertake the following actions:

1. Supporting safety and security

Deliver more detailed and reliable content by taking advantage of NHK's expert knowledge and by linking broadcasting to the internet to protect people from threats such as major disasters. NHK will also help to enhance disaster preparedness by increasing cooperation with local governments and media outlets.

Upgrade the functions of the Osaka Regional Headquarters as a potential substitute for the NHK Broadcasting Center in Tokyo and rebuild outdated local stations around Japan to create a resilient system so NHK can continue to deliver reliable information under any circumstances.

2. Embracing the challenges of a new era

NHK will reduce content overlap by managing programs across channels by genre such as dramas and news reports. NHK will focus resources on

creating large-scale serial programs, as well as other high-quality content that exceeds expectations at reasonable cost and deliver them through the most appropriate media.

Develop cultural and educational content required in an increasingly digital society by using the latest technologies to support the lives and interests of people of all ages and promoting the research and development of technologies to offer brand new viewing experiences such as virtual platforms in which performers and viewers can interact in the same virtual space.

3. Delivering information far and wide

Help strengthen social bonds by providing accurate information and producing programs designed to connect people across generations and communities. This has become especially important due to widening physical and psychological isolation resulting from the COVID-19 pandemic and enhance universal service using AI technology.

Provide foreign residents and visitors with more detailed disaster information and other essential information through broadcast and webcasts.

4. Contributing to society

Promote regional development by using NHK's national and international networks to highlight local problems and potential solutions. NHK will also increase efforts to make information and data NHK collects, available to the public so it can be used more widely.

NHK will make its knowledge and technologies broadly available. This would include using 4K and 8K technologies to record the culture, art, and historical heritage sites of Japan so they can be passed on to future generations. NHK will support the future of the broadcast and media industry by sharing knowledge and technologies. The goal is to maintain a dual system in which public and commercial broadcasters coexist, and to further develop the cultural value of broadcasting.

5. Reforming the personnel system

Maximize the creativity and ability of every person working at NHK by

drastically reforming the personnel system. NHK will promote diversity, encourage new work methods, and create an environment in which personnel at local stations will be able to play a more important role and will nurture human capital to pursue NHK's new identity.

Structural reforms aiming for a new NHK that is leaner and stronger Streamlining broadcast services

NHK will review the 3 channels (BS1, BSP, BS4K), and eliminate one delivered in 2K by the end of fiscal 2023 and will devise new programming, including shifting some of NHK programs to other channels. NHK will consider cutting back to one in the future, depending on the spread of 4K. For BS8K, produce programs more efficiently while keeping capital investment to a minimum, and consider its future after the Tokyo Olympic and Paralympic Games.

NHK will consider reducing the current 3 radio channels (R1, R2 and FM) to 2 (AM

and FM) in fiscal 2025 and will examine ways to devise new programming and to use the internet, while taking into account the ongoing shift from AM to FM by commercial stations, as well as listeners' reported usage.

Internet-related operations

NHK will use the internet appropriately to enable access to NHK content anytime, anywhere. Promote international understanding of Japan by delivering content around the globe efficiently and effectively through satellite and webcasts.

Measures to maximize the value of receiving fees

NHK is to increase efficiency and downsize facilities. It will reduce costs on receiving fee collection and improve communication to boost audience satisfaction. NHK will renew the structure and strengthen governance of NHK and its affiliates to pursue a new identity as one team and evaluate and manage the progress of the corporate plan in a transparent fashion.

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Income, expenditures, and receiving fees (In billion Yen)							
	FY2020 budget (a)	FY2021 (b)		FY2022 (c)		FY2023 (d)	
			(b-a)		(c-b)		(d-c)
Total Operating Income	720.4	690.0	Δ 30.4	689.0	Δ 1.0	688.0	Δ 1.0
From receiving fees	697.4	671.4	Δ 26.0	670.0	Δ 1.4	669.0	Δ 1.0
Total Operating Expenditures	735.4	713.0	Δ 22.4	689.0	Δ 24.0	680.0	Δ 9.0
Surplus	Δ 14.9	Δ 23.0	Δ 8.0	0	23.0	8.0	8.0

Reducing the receiving fee in fiscal 2023

NHK plans to secure about 70 billion yen as the source of funds for fee reduction by implementing the planned expenditure cuts and other cost-reduction measures. NHK plans to reduce the receiving fee in fiscal 2023, in the year it will eliminate one of the 2K satellite channels and will take into consideration the effects of the COVID-19 pandemic, possible revisions to the Broadcasting Act, and the progress of the new method of collecting receiving fees.

Currently, some 80% of households and businesses pay the receiving fee. Through NHK's efforts, and by increasing the number of satellite contracts, NHK hopes to maintain that rate.

KBS President and CEO Committed to Public Missions and to Deliver the Best Value in New Broadcast Policy for 2021



Mr Yang Sung-dong, President and CEO of KBS and Vice President of the ABU, announced a New Broadcast Policy that 'KBS will reinforce its commitment to public missions to serve the nation, and deliver the best values for TV licence fee'.

President and CEO, Mr. Yang, delivered key directions of the country's primary Public Service Media for year 2021 in his new year's speech to all KBS staff on 4th January, 2021.

Mr. Yang said; "Our strength remains unchanged in 2021. We will maintain our competitive advantage by focusing on trusted news and information, and

outstanding content. In 2021, we will continue efforts to strengthen our roles and services in order to reaffirm our distinctive identity and the true values of TV licence fee".

Mr. Yang emphasized some of the key priorities that KBS is planning to explore as a way to fulfill its principal public missions in 2021;

- * Maintaining the status of KBS as high quality Public Service Media in the country
- * Continuing efforts to seek ways to fulfill KBS' core responsibilities as the primary emergency service broadcaster
- * Providing opportunities for audiences

to enjoy and feel relaxed through KBS' programs and services amid COVID-19 challenges

- * Contributing to the balanced development between metropolitan and regional areas
- * Developing sustainable strategies in response to challenges from emerging global media
- * Bringing creative strategic initiatives to diversify audiences' experiences with different types of media and telecommunication technologies such as 5G, AI, ATSC 3.0
- * Designing innovative strategies for younger audiences
- * Making a contribution to peace and reconciliation on the Korean peninsula.
- * Striving to create world class, extraordinary content

KBS to Implement New Reform Plan in 2021

As part of the new year's address to staff, Mr. Yang also explained the latest developments of the new reform plan, launched in July, 2020. Mr. Yang unveiled the reform plan and strategies last year as KBS is facing severe, long-term, structural financial crisis. The proposed reform initiatives include;

- * Rationalizing the level of the TV licence fee
- * Management reform highlighting budget cuts on human resources
- * Improvement on human resources operational system
- * Strengthening competitiveness of KBS' subsidiaries
- * Reform on outdated broadcasting laws and regulations

With regards to rationalizing the level of the TV licence fee, Mr. Yang stressed that; "We launched a special task force in July, 2020, and the team has been continuing efforts to specify KBS' core public service missions, and seek ways to enhance these roles. Details of the research and development by the special team will be finalized and submitted to the KBS Board of Directors in January, 2021".

He added; "We've been able to draft the management reform plan highlighting budget cuts on human resources. The new plan will be implemented within the first quarter of 2021 after staff communications and consultation".



ACORAB Holds a Successful General Assembly

The Association of Community Radio Broadcasters (ACORAB), Nepal has successfully accomplished its 15th General Assembly and 7th National Convention on 9-11 March 2021 in Kathmandu Nepal. The convention has elected

a 29 members' new executive committee and seven provincial committees in each province. The name of the newly executive committee is as follow:

1. President : Mr. Arjun Giri
2. Senior Vice President : Mr. Bishnu Awasthi
3. Vice President: Ms. Bandana Danuwar
4. Vice President: Mr. Milan Gaha
5. Vice President: Mr. Nimesh Karna

6. Vice President: Mr. Vhuwan Singh
7. General Secretary: Mr. Kishor Jung Thapa
8. Secretary : Mr. Sudarsan Khatiwada
9. Treasurer: Mr. Saroj Paudel

20 central committee members comprising 3 women , 2 from the indigenous community, 2 from the Madhesi community and 1 from Dalit Community.

Comings and Goings



ABU Welcomes Mr Yasu Nagahata as new Director, ABU Programme Department

Mr. Yasushige Nagahata joined the ABU in April 2021. He is a Japanese national and started his career with Japanese public broadcaster, NHK in 1997. He has mainly directed and produced entertainment programmes for the last 24 years. He holds a Bachelor of Art degree from Boston University, USA.

The ABU Secretariat has had to bid adieu to a long serving staff member earlier this year.

After almost 22 years of dedicated service to the Union and its Members, Ms. Chew Yoong Lian, who headed the Secretariat's Financial Division, will be moving on and starting a new chapter in her life which includes family and travel.



Dr Javad Mottaghi, Secretary General of the ABU, on hearing of her intended departure stated: "On behalf of the Union and our Secretariat colleagues, I would like to express my deep gratitude for your outstanding service, your commitment and the diligence you have shown year after year. Your work ethic has been exemplary and you have contributed immensely to the great progress we have made to serve Members. I am deeply grateful for your efforts and I will always remember your contributions."

We at the Secretariat will miss her friendship, kindness and care for colleagues.



**ABU ASIA-PACIFIC ROBOT CONTEST
2021 JIMO, CHINA**

ABU Robocon 2021 Postponed

After full consideration of the current situation of the COVID-19 pandemic around the world, and in discussions with the ABU ROBOCON Tokyo Secretariat, ABU ROBOCON 2021 will be postponed to October, or later on in 2021

The new date will be determined after further discussions and may be released on the official website (<http://www.robocon2021.com/>) as soon as possible.

It is hoped by all parties, that a face-to-face contest experience in will occur in Jimo, China.



Prime Minister Nguyen Xuan Phuc on March 23 hands over a decision to appoint Le Ngoc Quang, member of the Party Central Committee, Secretary of the Party Committee and Permanent Deputy General Director of Vietnam Television (VTV), as General Director of the national television station. (Photo courtesy of VNA)

On March 23 the decision was made to appoint Le Ngoc Quang, member of the Party Central Committee, Secretary of the Party Committee and Permanent Deputy General Director of Vietnam Television (VTV), as the new President of the national television station VTV.

ABU Secretary General Dr Javad Mottaghi stated in a congratulatory message to Mr Quang, who will take office on April 1, that: "I would like to express my heartfelt appreciation for the efforts and contributions of the out-going Director-General Tran Binh Minh for his outstanding and excellent partnership with ABU during his term. I would also like to

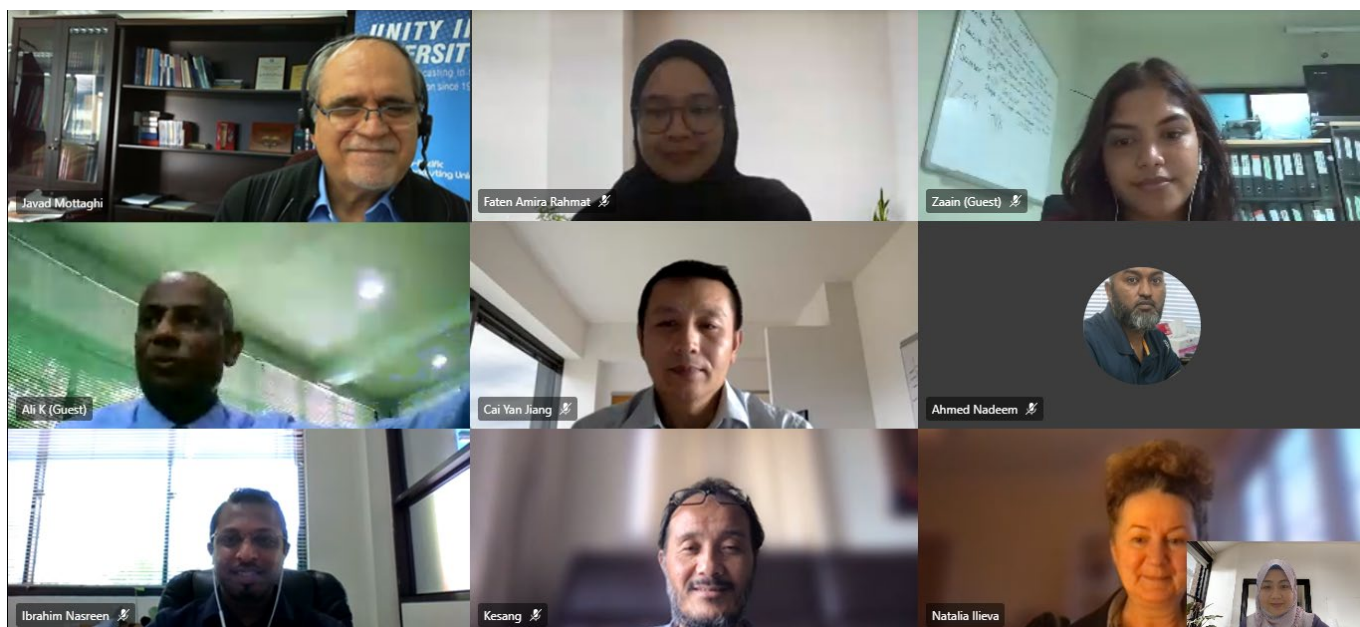
ABU thanks Outgoing General Director and Welcomes the New President of VTV- Vietnam

congratulate Mr Quang for his new position and assured him that the ABU will continue supporting VTV to further strengthening the ABU- VTV partnership."

Born on January 21, 1974, Quang previously served as deputy head and then head of the news department at VTV. He was appointed Deputy General Director on November 11, 2019, and elected Secretary of the Party Committee of VTV for the 2020-2025 tenure on August 18 last year.



Former Director-General Tran Binh Min (right) with ABU SG Dr Javad Mottaghi



PSM Maldives and ABU Solidify Further Partnerships

A brief meeting between ABU and PSM Maldives was held on 25th of January 2021. Three senior PSM management members were present during the meeting, Managing Director Mr Ali Khaleed, Chief Commercial Mr Ibrahim Nasreen and Manager International Relation Ms Zaain. The meeting mainly discussed on ASEN (ABU Sports and Entertainment Network), 2021 Sports Events Acquisitions, Co-Production Projects and Training/ Workshop for PSM colleagues.



In Memoriam Mr Palitha Senarath Yapa

Mr Palitha Senarath Yapa joined Sri Lanka Rupavahini Corporation (SLRC) in October 1983 as the youngest member in a group of 24 Trainee Production Assistants. In 2002 he was promoted as an Assistant Director and he was assigned to the Sports Unit in 2005 where he served as a producer for both national and international sports events which included Asian Games and Olympics.

He became the Acting Director of Sports in 2010. During his tenure as the Director of Sports Sri Lanka Rupavahini Corporation received many national and international awards including the Silk Award in 2015, Sumathi Award for the best Sports Programme in 2015 and the Presidential Award for the best sports programme in 2016.

He was well known for his management and organizational skills which were depicted in recent events hosted by SLRC such as the ABU Sports Marketing Training and ABU Sports Live Direction Training. Before joining the Sports Unit he also served in the News Division and Children's Programmes Unit. He also covered duties as the Deputy Director General - Programmes for a short tenure in 2018. Mr Yapa was a distinguished old boy of Ananda College, a leading Buddhist school in Colombo.

In marking his passing, ABU SG Dr Javad Mottaghi stated: "We will miss Mr Palitha's professionalism, dedication and friendship and send our condolences on behalf of the entire ABU family."



Obituary: Carlos A. (Choy) Arnaldo

Contributed by Dr. Martin Hadlow (former UNESCO Director)

Long-time UNESCO communication specialist, Carlos A. Arnaldo, known to all as Choy, passed away on 10th April 2021.

Choy joined UNESCO in 1973 and, during his 27 year career with the organisation, was a key innovator in developing community radio projects throughout Asia, Africa, and the Caribbean. In 1979, with funding support from DANIDA, he helped set-up the ground-breaking Mahaweli Community Radio project in Sri Lanka. Later, Choy evolved the experiences learned from the MCR into the Kothmale Community Radio Internet Project, also based in rural Sri Lanka. This linked radio with the (then fledgling) Internet, enabling information for listeners to be accessed, browsed and broadcast on the FM community station.

In 1990, with funds from DANIDA and UNESCO IPDC, Choy was instrumental in initiating the Tambuli Community Radio project in the Philippines. This established many small FM stations in remote and information-poor areas across the nation, thus providing an important empowerment tool for local communities. Along with the project co-ordinator, Louie Tabing, Choy later (2008) edited a book on Community Radio in Asia: putting people in charge.

Prior to joining UNESCO, Choy was Program Director of Radio Veritas in his home country, the Philippines, and also a Director of ABS-CBN National Affairs. He held M.A. degrees from the University of the Philippines and Ateneo de Manila University. Choy concluded his UNESCO career in 2000 as



Chief of the Division of Communication Development at Headquarters in Paris. In retirement, he returned to the Philippines where he mentored students, wrote for newspapers and edited various publications.

PT. Media Televisi Indonesia- METRO TV

PT. Media Televisi Indonesia (METRO TV) was granted a broadcasting license on October 25, 1999. It is a subsidiary of the Media Group, headed by Surya Paloh, the Chairman, who was a wealth of experience in the local media industry and is the publisher of Indonesia's third largest national newspaper. Media Indonesia. From a start up work force of 280 employees the company now employs more than 1600 people, mostly in the newsroom and production areas.



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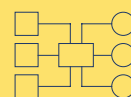
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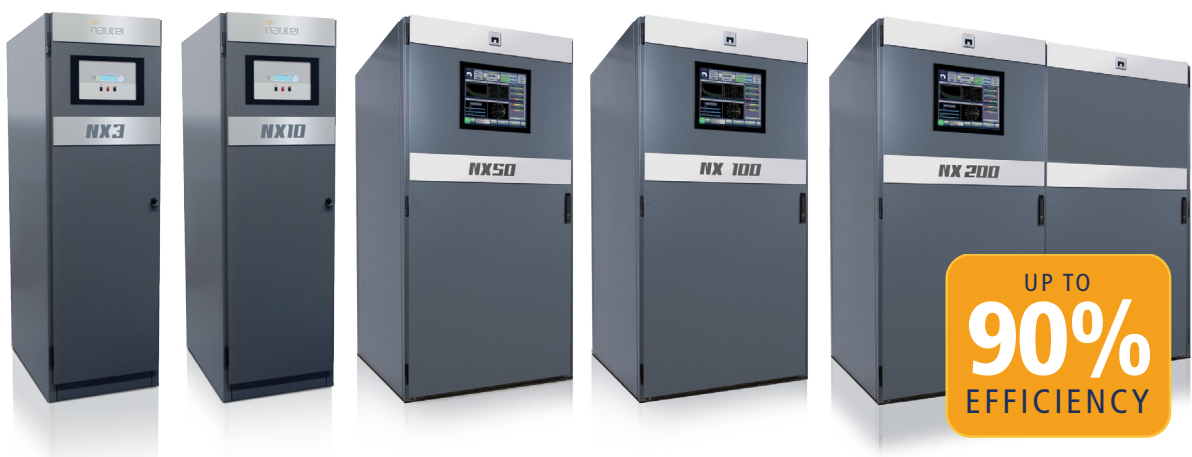
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