



INTRODUCTION

The third World Electronic Media Forum (WEMF3) took place at the Kuala Lumpur Convention Centre on 10-11 December, 2007. It attracted more than 220 participants from 54 countries, including senior broadcasters, journalists, policy makers and academics. Its theme was “A new vision of broadcasting in the information society”.

A World Broadcasting Unions (WBU) event, WEMF3 was organised by the Asia-Pacific Broadcasting Union (ABU), the Asia-Pacific Institute for Broadcasting Development (AIBD) and the Asia Media Information and Communication Centre (AMIC), supported by the Swiss Agency for Development and Cooperation (SDC) and the Global Knowledge Partnership (GKP) as cooperation partners.

This conference was the third in a series of international forums held in different parts of the world since 2003 to address issues of key concern both to those who work in the electronic media, and those who are interested in the development of the media in an era of great change.

WEMF had its origins in the World Summit on the Information Society, or WSIS, which took place in two phases, in Geneva in 2003 and Tunis in 2005. The summit brought together heads of state, heads of UN agencies, industry leaders, NGOs, media representatives and others. It was organised by the International Telecommunication Union, the ITU, along with the Swiss and Tunisian governments and various UN agencies. The purpose of the summit was to share views on how the growing convergence between telecommunications, broadcasting multimedia and information, and other communication technologies could best be harnessed to benefit the world community.

Because these new technologies are having such a profound affect on electronic media, the World Electronic Media Forum was held in conjunction with WSIS to examine more closely the impact of these changes on radio and television broadcasting. In particular, the forum’s purpose is to discuss how the fundamental transformations that are taking place in the global information society may affect the role of the electronic media in knowledge dissemination, social interaction, economic and business practices, political engagement, media, education, health, leisure and entertainment.

WSIS concluded in Tunis in 2005. However, after the success of the first two WEMFs, the then UN Secretary-General, Kofi Annan, recommended that WEMF continue to be held every two years. The WBU, which brings together the world’s regional broadcasting unions, agreed to take on the role of organising WEMF with local partners in each region. The WBU decided to hold further WEMF conferences in Asia in 2007, Latin America in 2009 and Africa in 2011. WEMF3 was held alongside a GKP event, the Third Global Knowledge Conference (GK3).

SESSION 1: THE INAUGURAL SESSION

WELCOME ADDRESS: Ms Veronica Pedrosa, News anchor, Aljazeera English

OPENING ADDRESS: Mr Genichi Hashimoto, President, Asia-Pacific Broadcasting Union (ABU) and NHK-Japan

KEYNOTE ADDRESS: Mr Fritz F Pleitgen, President, European Broadcasting Union (EBU)

THE WELCOME ADDRESS

In her welcome address Ms Veronica Pedrosa outlined the background to WEMF3 and highlighted some of the issues that would be discussed.

WEMF1 in Geneva in 2003 had affirmed the vital importance of radio and television in the information society. It had drawn up a Broadcasters' Declaration that was adopted by the World Summit on the Information Society. Its five key principles:

- That communications technology is not an end in itself; it is a vehicle for the provision of information and content;
- That freedom of expression, freedom and pluralism of the media and cultural diversity should be respected and promoted;
- That the electronic media have a vital role to play in the information society;
- That television and radio are crucial for ensuring social cohesion and development in the digital world;
- That information should remain accessible and affordable to everyone.

WEMF2 in Tunis in 2005 had built on this affirmation through discussions on the role of the electronic media in the digital age – for example in achieving the Millennium Development Goals, in guaranteeing cultural diversity, in preserving audiovisual archives and in promoting the safety of journalists in zones of conflict.

The discussions at WEMF3 would focus on progress that had been made in the past two years in these important areas, and on what still needed to be done. Participants would also look at wider issues of how traditional radio and television broadcasters should handle the challenges of new technologies, the question of the “accessibility divide” and the role of public broadcasters in a time of great change.

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THE OPENING ADDRESS

In his opening address **Mr Genichi Hashimoto** said the traditional media such as radio and television would continue to play a vital role in the information society. Mounting problems had been highlighted by the Millennium Goals of the United Nations and broadcasters were expected to play a role in bridging civilizations, ethnic and cultural differences and promoting mutual understanding.

Mr Hashimoto noted that the convergence of broadcasting and telecommunications had progressed rapidly in the four years since WEMF1 and it was his belief that that the role of broadcasting was to use its inherent advantage of being able to reach anyone, any time, anywhere to provide trustworthy information and high quality programmes to its audiences. Thus there was a need for a further deepening of cooperation on production of quality content to deal with common global issues.

He said differences in environment and ability to use IT technology were widening the gap in access to information, an issue which he hoped this forum would help to address by sharing knowledge about actual undertakings in different nations.

The job of broadcasting was to present facts as accurately and as swiftly as possible – a function that was becoming increasingly fraught with danger, especially in areas of violent conflict.

Mr Hashimoto pointed out that programme and news footage was not just a record of the history of a nation but an asset of all mankind, through which understanding of indigenous culture and tradition was passed to future generations.

He expressed the hope that broadcasters would work more closely on global issues and work towards fulfilling their mission of promoting mutual understanding through dialogue.

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THE KEYNOTE ADDRESS

Mr Fritz F Pleitgen noted the significance of the day as being International Human Rights Day. He outlined a vision in which radio and television would dissolve, merge and proliferate on the numerous new platforms made possible by the technological revolution. Listeners, viewers and web surfers would access what they wanted, when they wanted and where they wanted.

Freedom of expression and of the media being a fundamental human right, people would seek truth from media which were believed to be open and honest although such openness and honesty might not always please governments or other powerful institutions. Freedom of the press he said, “is not always comfortable, but it is a guarantee for a stable democratic society”.

Mr Pleitgen said that a trend was now seen, especially amongst the young, to seek their listening and viewing on demand through DVDs, Internet clips etc. and he noted that there was a move from the model of the ‘media river’ to one of a ‘media lake’ from which people would ‘fish out’ what they wanted when they wanted it. He urged broadcasters to realise that this was the future, adding that it was notable that podcasting and the listen-again culture were “giving radio a wonderful renaissance”. The huge multiplication of channels and platforms had no doubt increased the amount of rubbish available. But the new technologies were also making quality content more available

Observing that there had been both convergence and divergence, Mr Pleitgen said broadcasters had launched vast web sites which were read as well as listened to or watched. Newspapers had started offering audio and video on their websites and there had been an increasing influence of ‘citizen journalism’ through blogs.

A recent study had concluded that broadcasters could play an important part in the future development of the Internet and that the media and the Internet both influenced and transformed each other. The study said broadcasters needed to adapt themselves by providing rich content, by developing partnerships with network operators, by serving as trusted guides and by making self regulatory frameworks. In addition they had to be protective of vulnerable users, of cultural and linguistic diversity.

The good news, Mr Pleitgen said, was that the new technologies offered the possibility for broadcasters to fulfill their missions better than ever before. He encouraged them to take up the challenge of improvement and embrace the new technologies with energy and enthusiasm.

SESSION 2: THE NEW CHALLENGES IN BROADCASTING – TECHNOLOGY, CONTENT, REGULATION

New technologies have opened many new ways for broadcasters to serve their audiences, but they have also brought with them many challenges. How far should broadcasters engage in the new media? How should they react to the emergence of user generated content? How should regulators respond? This session set the stage for discussions throughout the Forum with presentations from four speakers:

Session 2 was chaired by **Dr Indrajit Banerjee**, Secretary-General, Asian Media Information and Communication Centre, and the panel, in order of speaking were:

Mr Song Jong Moon, Managing Director, Digital Media Centre, KBS-Korea, who related the experiences of the public service broadcaster in South Korea, one of the Asian markets that are most advanced in addressing these challenges.

Mr Lieven Vermaele, who was appointed Technical Director of the European Broadcasting Union (EBU) earlier this year at age 31, explored the technical revolution and the new possibilities that it provided for traditional broadcasters.

Mr Richard Porter, Head of News, BBC World, examined the role for public service broadcasters as guarantors of trustworthy content in the user generated content (UGC) age.

Mr David Baylor, Secretary-General, North American Broadcasters Association (NABA), discussed some of the key issues relating to access to content generation in the UGC age.

Dr Indrajit Banerjee opened the session by outlining three elements to which it would be dedicated. Firstly technology, which had been spurring revolutions in the broadcasting landscape; secondly content, since technology without content was not much use; and thirdly regulation and policy frameworks which shaped the way in which technologies operated and possibilities were created.

In the past 100 years there had been a series of technological revolutions and evolutions such as the birth of radio, the birth of television, the advent of the Internet and, spurred by digital technologies, what everybody knew as convergence.

This session would attempt to look at the recent key changes in terms of technology, of content and of regulation and what the larger implications of these would be for society.

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Mr Song Jong Moon presented the various challenges faced in terms of technology, content and regulation and how traditional media like KBS were coping with these challenges. The most compelling of these, suggested Mr Song, were related to technology. Recently created technologies such as mobile television, digital multimedia and IPTV could deliver richer and more compelling content than traditional media. There were ubiquity, interactivity and multiple channels.

Convergence of broadcast and communications technologies was alternatively described as being 'a convergence of broadcast with telecommunications' by the telcos and 'a convergence of telecommunications with broadcasting' by the broadcasters. Broadcasters faced a distinct threat from the telecom operators who had vast funding and resources. Additionally the print media were also joining the convergence. "Who knows?" said Mr Song, "the keynote at the next WEMF might be given by a print journalist."

A famous broadcast saying had been that 'Content is King' but although the king still reigned he no longer ruled. Content was perhaps an 'abdicated king' in an environment where user generated content [UGC] was bringing about a 'people's revolution'.

A worldwide media content glut had reduced revenues below the cost of producing the content. In Korea the DMB audience would shortly reach 10 million but the income for the business was one third of its cost.

Mr Song suggested three potential strategies to meet these challenges. Firstly, to bring in external content including UGC. Secondly, to take full advantage of the archives. Archives had previously been stores of content but to support production, they must now be used to provide content directly. Thirdly, a production system which could automatically process and distribute a single source of content simultaneously to various platforms. KBS was developing the Cross Media Production System (CMPS) with this in mind.

The gain of new media content was greater than the loss of old media and a super-efficient production system was required to handle the glut of content. CMPS recognised that content might be delivered on many different platforms, using a single content source to service these platforms.

Talking about regulation, there was both positive regulation, having the role of checking market inefficiencies and keeping soundness of content, and negative regulation, characterised by restriction of free competition and access. Positive regulation was thus guiding and supportive of the media and negative regulation was characterised by restriction of access.

In Korea a challenge faced in terms of regulation was that when new media was introduced many bodies stepped forward to create favourable regulation often eliminating market inefficiencies such as monopoly and restriction of content distribution. In contrast regulation on existing media was unfairly reinforced whilst the new media was liberally regulated on the grounds of allowing it to develop. Thus the regulation, instead of encouraging new media, attempted to discourage old media.

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Mr Song concluded with a quote from Dr Arnold Toynbee: “Response to challenge is the driving force of the development of history.” Echoing that, he expressed the hope that the best response might be provided through this meeting of the World Electronic Media Forum.

Mr Lieven Vermaele referred to the move towards ‘social media’ which was communication from many to many, deriving value from active participation and nurturing trusted communities. This was in contrast to the traditional broadcast model which was communication from one to many, deriving value from authoritative and high quality content delivered to large audiences.

The range of social media content, particularly user generated content, was potentially enormous. It was also extremely local and extremely personal. In the online media, tools were given to create content, to share content and to distribute content, which was something that was not done in the broadcast world, broadcasters being previously the only people who could afford these tools. The marketing model was also changing. The broadcast model used a mass marketing approach whereas the social media model would use more of a peer-to-peer model with information being passed from one user to another.

An analogy of the broadcast model would be an information river where flow was limited and sequential. However the social model would lead to an ‘information lake’ with masses of content available simultaneously. The difficulty that the consumer would face would be navigating an ever expanding lake for the content and information required. The old Electronic Programme Guide (EPG) would no longer be viable with 10,000 or more possible content sources and search engines would appear to be the most appropriate tool for this purpose. These search engines should however not be along the lines of the current models where results might be unpredictable and the first ten to 100 results tended to be commercially sponsored ones.

Mr Vermaele thought that although tools which were previously in the domain of the broadcaster were now increasingly in the hands of the end user, it was unlikely that there would be a straight or complete switch from broadcaster generated content to audience generated content. Trusted content brands were important and this was to the established broadcaster’s advantage, turning a threat into an opportunity.

Mr Vermaele concluded that, although some broadcasters might feel threatened, in practice media evolutions offered new opportunities to deliver and enhance content, to broaden what was offered and to give higher importance for brand marketing and participation.

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Mr Richard Porter commenced by noting that the BBC World Service would be imminently celebrating its 75th anniversary and that, at the launch of the service, the then editor-in-chief, Lord Reith, had predicted that “the new programmes will neither be interesting nor very good”. Despite that pessimistic prediction the BBC World Service had endured and was reaching larger audiences than ever before.

Noting that “the disengaged dispassionate news presentation style of the past” was no longer appropriate Mr Porter said that there was still a need for core values and he suggested that, whatever the delivery platform, the audience would want to know that information came from a trusted source. “The values upon which the BBC is founded, upon which its overseas services have thrived for three quarters of a century are no less valid today despite the incredible rate of change in the media.”

The BBC’s original three aims, to inform, educate and entertain had recently been expanded into six ‘public purposes’ enshrined in the BBC’s charter. These were. 1. To sustain citizenship and civil society 2. To promote education and learning 3. To stimulate creativity and cultural excellence. 4. To reflect the nation’s regions and communities. 5. To bring the UK to the world and the world to the UK. 6. To deliver to the public the benefits of emerging communications technologies and services.

“As the number of platforms and outlets is growing, the amount of genuine news gathering is falling,” Mr Porter said, quoting a speech by Mr Bill Keller, Executive Editor of the New York Times. Mr Keller had gone on to say “The civic labour performed by journalists on the ground cannot be replicated by legions of bloggers sitting hunched over their computer screens, it cannot be replaced by a search engine, it cannot be supplanted by shouting heads or satirical television shows. What is absent from the vast array of new media outlets is first and foremost the great engine of newsgathering, the people who witness events, prioritise information, supply context and explanation...”

Whilst agreeing in substance with the above view, Mr Porter insisted that the BBC did not dismiss content, in the form of photographs, reports and observations provided by the people who were “previously called the audience”. Indeed it had massively expanded its range of user generated content. However UGC did not replace but coexisted with traditional journalism with the broadcaster as a guarantor of trustworthy content

“I think it’s what we do best and I think there’s still a need for it,” said Mr Porter, affirming that the traditional broadcaster still had a role. He pointed out that Yahoo and Google did not make their own news, maintain offices around the world or despatch reporters to the scene of every major story around the globe. They and all the bloggers needed somewhere reliable to get their information from.

Mr Porter said that the BBC aimed to become the world’s most trusted provider of international news and information but that, although the BBC still prided itself on its principle of impartiality, there were some people who believed impartiality to be impossible or even unnecessary, Symptomatic of this was that, in the online world, users tended to gather around people of like minds. Often, when a broadcaster’s story, however balanced, was not in line with their views, they would claim ‘media bias.’

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Mr Porter observed that there was no longer one audience, there were many, many audiences with different complex needs. However, in his view it was possible to abide by the organisation's core values but still adapt to the changing world.

The essence of Mr **David Baylor's** presentation was that broadcasting had traditionally been an expensive and complicated medium but that all this had now changed and things had become simpler.

On the grounds that "Knowing where we've been is helpful in knowing where we're going." Mr Baylor took delegates on a 'trip down memory lane' with a photographic sequence which showed the historic trend away from the bulky and always very expensive equipment, which had made the domain of the big broadcasters an 'elite club.' Replacing it was a range of affordable equipment which could put content making and delivery into the hands of the audience.

Reviewing the electronic news gathering process Mr Baylor traced how the camcorder had led to the advent of the one-man-crew. However, with that problem solved, it had still been necessary to get the signal back to the studio and the broadcasters still had control because nobody else could distribute the content.

The next logical improvement had been the introduction of the flyaway pack which took the technology of the production truck into something which could be carried onto an aeroplane...a mobile unit in a suitcase. And then had come the mobile mini satellite-terminal the size of a laptop computer. With this it was possible to put up about 460Kb/s of signal which, although insufficient for high quality, could be improved by combining several units to achieve the bandwidth required: a global interconnect costing between 50 cents and \$1.50 a minute.

Previously costs had been in the range of thousands of dollars per hour but now it was possible to consider a package which was not in the \$100,000 but the \$10,000 dollar range. The cost had fallen dramatically from millions of dollars to that which the average consumer could afford if he or she wanted to. Broadcasting was within the reach of everyone due to reduced equipment size and cost, the move away from electro-mechanical to all-solid-state equipment, increasing reliability and the reduced requirement for maintenance skill requirements, amongst other factors. The increasing power of the hardware had become an enabler, allowing PC software to replace costly hardware. So the audience could now become content producers but, Mr Baylor stressed, not just the audience but other broadcast players small, medium and large could enter the field.

The Internet had become the biggest harbinger of change but the broadcaster, with skills built up over many years, played a different game to that of the blogger. The broadcaster, through control and monitoring, brought reputation, credibility and respect to the process and had to maintain these by maintaining quality of service.

It was important that the traditional media played at a different level. They had a 'brand' and brought not only technical quality to the process but, most importantly, the quality and validity of the content. As an example The New York Times had put a 100 camcorders in the hands of reporters, asking them to gather clips for the NYT website but

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one could be sure that they would want to make sure that anything they put out on their website had the mark of the New York Times on it. “Because,” said Mr Baylor, “when you put your name on it people have a certain expectation.”

Concluding his presentation Mr Baylor summarised his vision of “Content Generation For Everyone” based on the propositions that the size, complexity and cost of television production had decreased dramatically, enabling on-site capture of events; minimal skills were now needed for basic equipment operation; distribution access was available on satellite and the Internet in addition to over the air; and the public were now beginning to understand the power within their grasp.

Forum, Questions and Answers

Miss Lau Joon Nie of Channel NewsAsia, commented that her experience in Myanmar had been a difficulty in getting people to talk to the media. With a lot of pictures coming in and news breaking so quickly under oppressive political circumstances there had been a problem verifying sources. She asked how one would know what is valid with so little time to check, and wondered what mechanism the BBC used.

Richard Porter replied that it was a significant problem and that it was necessary to think back to old values and develop systems to handle problems. In the BBC the ‘UGC hub’ was a department specifically created to handle the checking and clearing of all incoming material. When unsure the material might still be used but it was necessary to be honest with the audience about any doubts as to the authenticity of the material. This approach, in itself, could earn audience respect.

Mr Andrew Yeo, editor of Asia Pacific Broadcasting, said that he was pleased to hear that, despite advancing to digital domains, impartial news was still important. Sometimes however sources, such as a bombardment of UGC blogs, could contain hidden or political agenda which could lead to unrest. Another troubling matter was that news from established broadcasters could be clearly unbalanced, with the presenter appearing to act as prosecutor, judge and executioner.

Richard Porter said that a broadcaster was certain to be exposed to opinions which were not its own but that there was an obligation to show both sides of a story, even though this may not be popular. As an example a BBC report showing a Taliban perspective of the Afghan conflict was severely criticised by government.

A delegate from AMIC asked whether the BBC had compromised its values by insisting on referring to Myanmar as Burma in its newscasts when the name Myanmar had been recognised by ASEAN nations and others as the official name of that country. According to one source the BBC had done this because “the country had been renamed by the generals”.

Richard Porter replied that the BBC had set a policy of using ‘Burma’ because it was the name by which the country was better known to the British audience. Though it was a dilemma it had been standardised on all platforms to avoid confusion for searches. A lengthy discussion on this could be found on the BBC web site. So the reason, though possibly sounding weak to some people, was a practical one.

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A questioner from TVP Poland queried David Baylor on the cost of equipment which for high quality production she regarded as still very expensive. She also asked how a broadcaster could be trusted if it used user generated content and whether there had to be some risk-taking to be first with the news.

David Baylor agreed that 'top end' equipment was still very costly but his point had been that there were now affordable entry platforms which were no longer prohibitive for news contributions etc. Top quality programming from big broadcasters would still be costly. However for news it was the unique value of the content which determined production values. As an example, if the only picture available when a man landed on the moon was a grainy fuzzy picture it would still be used. There would clearly be a dichotomy between the kind of quality derived from low cost and user supplied material and that for the delivery of programmes such as the World Cup.

Richard Porter, replying to the second part of the question, said that the broadcaster must do its best to verify the source and to 'label' it according to an honest assessment of its authenticity. He admitted that some risk had to be taken if there was pressure to be 'first with the news' but that accuracy was more important than speed. The BBC did try to be first but was honest about its sources and any doubts concerning authenticity. He believed that being honest about the authenticity of one's sources was perceived positively by the audience. As an example, the news pictures of the London Underground after the bombings in 2005 had come entirely from the audience using mobile phones. There would have been no pictures otherwise.

Mr Javad Jabbar of Pakistan, addressing Richard Porter, said he had noted that the subject of regulation had been missing from the session's discussions. He agreed that states were not the best regulators and that people were not satisfied with such regulation. Could not the people be made responsible for regulation? He also asked whether there was not an alarming trend towards brevity in headline news – lacking depth and background. For example recent BBC coverage of a former Pakistan Prime Minister had mentioned nothing of his participation in elections.

Richard Porter replied that he was not sure if the audience was generally dissatisfied but certainly it did not agree with everything the BBC said. Audience feedback was actively sought using mobile phones and the web. "We do 'get it wrong' sometimes and when that happens we have to say so." On the brevity of news, he said it depended on the platform. The BBC was very good at three minute in-depth analyses of news items but on the web this was not what people wanted, so it was done elsewhere. Different types of coverage were targeted for different niches.

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Dr Mohammad Reza Saidabadi, Assistant Professor University of Tehran and Advisor to Islamic Republic of Iran Broadcasting, commented that, regarding the impact of technology on broadcasting, ‘technophiles’ and ‘technophobes’ respectively saw technology as enhancing or threatening. A third category, ‘technostructuralists’ considered that technology may be either good or bad depending upon the context of its use. He asked whether analysis of the impact of technologies should take into account these different views.

David Baylor replied that technology was a key part of the broadcast industry and it would not work without it. It was therefore how we used it that made it good or bad. However, just because a picture was available did not mean it had to be put on the air. He saw technology as fluid and believed it would develop continuously.

Lieven Vermaele commented that technology was just a means. There would always be innovation and new technology would always survive if it proved valuable. Previously the traditional broadcasters had been the technical innovators but now much of what was happening was taking place outside the broadcast industry and from that point of view might be seen by some as a threat.

Sharad Sadhu of the ABU commented that it was good for us to know that apart from broadcasting we could get in touch with social networks but the question was how best we could make use of that facility. Additionally the telcos were coming in big numbers so what was the best way for the broadcasters to respond?

Lieven Vermaele replied that the BBC was a good example of social network involvement and that yes, the telcos did have a quite dominant position. However they did not have the broadcasters’ experience and skills. He suggested that both sides might venture into each others’ domain but that it was highly likely that, in the long term, each would eventually return to its own core business.

David Wood, EBU, commented that although this was supposedly a world forum so far people had talked mainly about the Internet and broadband connections which represented accessibility by only 5 percent of the world audience. He asked, “What about the other 95 percent?” Should we not feel a little guilty at concentrating on these platforms? Secondly the BBC had a large team to attempt to verify sources but did every broadcaster really have to check all those user generated sources individually and repetitively?

Richard Porter said material from user sources did tend to be checked several times and in a way that had always been done. Material would tend to be checked by each broadcaster but, typically, material which the BBC had checked was often aired by others with the assurance that the BBC had already checked it.

Mr Tapanath Shukla from Nepal asked David Baylor for further details on how the small PC notebook-like terminal he had shown gained access to the satellite?

David Baylor explained that BGAN (Broadband Global Area Network) units, looking like a notebook computer, linked directly to the Inmarsat voice and data satellite designed for

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telephony. This meant that the bandwidth was limited; however this could be overcome by using multiple units.

Mike Daka of Breeze FM agreed with David Porter's observation that some technology was accessible only to a small percentage of the world population. He asked how the new technologies could be used to bring content to the marginalised communities of the world and increase content from those communities. He also said there was a lot of regulation in Africa, and asked how the problem of negative regulation by governments could be addressed.

Richard Porter said radio would continue to be a particularly powerful medium but that communities in some areas, particularly in Africa, had skipped straight to mobile phone formats to avoid some regulatory difficulties.

The chairman said he did not fully agree that the discussions were not representative of the world. Clearly there was a technical divide but in his view one technology could often enable another.

David Baylor said that even though the Internet might not be accessible, it was now possible to capture and distribute information at a much lower cost than ever before and this could benefit poor communities. Traditional transmission methods were still important although electrical power was needed. Radio sets could however run on portable sources. Over the air broadcasting was still the best way to serve large audiences. Broadcasting was not dead.

Ms Pema Choden of the Bhutan Broadcasting Service said her experience was that BGAN it was still too expensive for small broadcasters. Even during tests significant bills had been accumulated. Addressing Mr David Porter she said user contributions were problematical in a very political environment. In her experience all the parties wanted their meetings broadcast and even offered their own footage. Her organisation had decided that it was safer not to accept any UGC at this time.

Responding to the comment regarding cost David Baylor agreed that not everyone would be able to afford everything immediately. However, costs were coming down and would reduce further and hopefully new technologies should soon become affordable. On regulation, he said that unfortunately it happened everywhere, even in United States. He was concerned about any regulation as, if ill-intended, it could do a lot of damage. A well meaning regulator probably did little harm but an ill meaning regulator could do a lot of harm.

Richard Porter agreed that operation of BGAN was expensive, even to the BBC. On the question of user generated content he agreed that it was not necessary to accept sources which were not relevant or suitable and the BBC would certainly not accept UGC from parties with specific interests. On the question of whether to adopt new technology he suggested that it was a balance of cost against facility. This was a dilemma to be faced every day by broadcasters large or small.

SESSION 3: LOST TO THE WORLD? SAVING THE WORLD'S AUDIOVISUAL MEMORIES

This session alerted delegates to the very real risk of the dramatic loss of the world's audiovisual memory.

UNESCO has estimated that as much as 80 percent of the world's audiovisual material was likely to go to acid or dust in the next 10 years and steps have to be taken to halt this tragedy for the sake of future generations.

The interorganisational Archives at Risk Group (IAR), consisting of representatives of the UN, UNESCO, the WBU and chaired by the International Federation of Television Archives (FIAT/IFTA), is leading the charge to sensitise the world to this situation.

A first step has been the creation of a website which will be a showcase of archives from all over the world. WEMF3 was to be the Eastern launch of this web site. It provided a chance to see the site and hear from the IAR members about the prospects for the future.

Session 3 was chaired by **Mr Edwin van Huis**, president of FIAT/IFTA, and the panel, in order of speaking were:-

Ms Sue Malden: Executive Coordinator, IAR *IAR*: Topic: *Web site lift off - explanation and launch*

Ms Dominique Saintville, Charge de mission, Archive Department, INA: Topic: *Finding material from around the world*

Mr David Wood, Head of New Technology, European Broadcasting Union (EBU): Topic: *Vanishing like teardrops in the rain*

The session chairman **Mr Edwin van Huis**, President of FIAT/IFTA, opened by advising that unfortunately most archives were at risk, some studies suggesting that there were 40 million hours of content at risk worldwide.

He explained that Archives at Risk, an initiative of The United Nations, UNESCO and FIAT/IFTA, maintained a guiding principle that it was important for people everywhere to relive their history and to know what had happened in the past via audio visual material.

Mr van Huis said the world has had film, radio and television for 100 years during which more had happened than at any time in history. It was a period in which nations had been created whilst others had disappeared or changed.

There was a vast record of the cultures of many countries in recorded material and it was important to save what we had. Although objects could be displayed in museums they didn't tell us the story as audio visual records could.

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Materials in archives were mostly analogue with a limited life span. In many countries the conditions were not favourable for storage for much more than 10 years and time was running out.

Mr van Huis said that firstly it was required to create awareness. Money must be found because constraints were always about money. Therefore large sponsors were needed to meet the first requirement of digitalising the old analogue material, to get it out of the vaults and onto the Internet etc.

Delegates were shown a compelling video montage of changing world events and personalities recorded during the past 50 years together with a stirring message of support from Mr Ahmad Fawzi, Director of News at the United Nations.

Ms. Sue Malden, Executive Coordinator, IAR, explained that the Archives at Risk project began in Tunis in 2005 and was now reporting back to WEMF3 as promised. A lot had been done in the past two years, including regional seminars. The next such seminar, to be hosted by NHK, would take place in Tokyo on 14 and 15 February 2008.

With the assistance of the WBU and others the Archives at Risk project had surveyed the state of broadcasters' archives, identified content in danger and identified threats to archives. A web site had been set up as a promotional tool and FIAT members had been engaged to participate. There had also been an attempt to identify available digital solutions and to start the important work of attracting sponsors to the project.

There was a need for professional guidelines on how archives should be run, kinds of metadata, best standards and procedures, and selection criteria. Identification of potential sources of funding was also required.

Ms. Malden showed a 'traffic lights' map based on the results of a survey in 2006 and which demonstrated the status of a range of archives worldwide. On this map RED indicated areas where 25 percent of culturally important archives were seriously endangered. AMBER indicated that the quantity was between 0 and 25 percent and GREEN that there was minimal risk to archives in these areas. The map showed very little green, a lot of amber and a nasty patch of red.

Ms Malden listed the threats. 1. A lack of replay equipment for earlier formats. Some old equipment needed to be maintained in operational condition; 2. A lack of adequate documentation. Material needed to be well documented and good metadata maintained to indicate the value of the content. 3. The status of those who handle the archives was often low and must be raised. 4. A lack of control over archive material often leading to losses. 5. Lack of knowledge of content rights 6. An overall lack of perceived value. 7. Flood, war, fire etc., which could destroy complete archives.

Ms Malden said that the size of the problem was baffling and daunting which tended to put people off dealing with it.

The Archives at Risk website was demonstrated with samples from UN, UNESCO, WBU and FIAT member archives. However there was an urgent need for material from Asia which is not represented yet. The website outlined professional standards and provided

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details of relevant projects which might be copied by others. It also featured opportunities for partnership.

It had been found, Ms Malden said, that accessibility and use of archives raised awareness and value and that when the value of archive material was understood there were better prospects for sponsorship and financial support. Whilst solutions were largely dependent on digital technology, those without the technology could still take some action and should not wait.

Delegates were urged to encourage their archive managers to send clips for the website; to air their problems and challenges and to report on their own archive projects: Additionally they were asked to solicit offers of financial sponsorship for the project if at all possible.

In her presentation entitled 'Finding material from around the world', **Ms. Dominique Saintville**, Charge de Mission Archive Department INA, reported on the practical aspects of the project.

She said there was a need to collect five to 10 items of about three minutes from each archive to display on the website. These clips should be selected on the basis of being national or cultural treasures, items reflecting national traditions, events of national significance or items concerning prominent personalities. To highlight the type of material Ms Saintville showed clips of the Berlin wall and early kinescope footage of the legendary French singer, Edith Piaf. She went on to demonstrate the website tools for those who wished to participate in the project on line

Cooperation models were outlined in which archives were helping each other under the 'buddy system'. For Example an organisation in Italy was working with one in Mozambique, one in France was working with one in Afghanistan, one in Cambodia was working with one Madagascar, and Sweden was collaborating with Botswana.

Not only financial help but knowledge and technology could be shared. Digitalisation services could be carried out by larger on behalf of smaller organisations and equipment could be provided. For example FIAT had recovered several old U-Matic machines and, after checking them, had redistributed them to various countries.

Financial Resources might be obtained from UNESCO and the French Ministry of Foreign Affairs had a scheme to help smaller countries, with the next distribution of funds planned for March 2008.

On the training front the project had organised two seminars in collaboration with the AIBD in Beijing and Phnom Penh. Coming events would take place in Tokyo in February 2008, Santiago and Dubai.

Pointing out that the first World Audiovisual Heritage Day was celebrated on 27 October 2007 Ms Saintville said that FIAT had succeeded in making endangered archives a visible issue and she concluded with a challenge to the broadcasters:

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“Do you feel responsible for the heritage which you have produced and that you are keeping? Are you ready to move your archive up as one of your top priorities?”

In his presentation, ‘Vanishing like teardrops in the rain,’ **Mr David Wood**, Head of New Technology, European Broadcasting Union (EBU), said that he had learned that there might be as many as 200 million hours of archives under threat worldwide.

Mr Wood reiterated Mr van Huis’ reference to ‘five value pillars’ of archives: culture, education, commercial value, use in programme making, and cross cultural understanding. Then, referring to Ms Saintville’s presentation, he re-stated three objectives of the archives-at risk project, 1. To sensitise the world to the problem; 2. to promote collaboration; 3. To look for help. “Archives,” he said, “establish our identity and stabilise the ‘virtuous circle’ of safety, identity and stability.

In the years ahead Mr Wood predicted that there would be ubiquitous growth in the volume of information, and an expansion of media forms such as web services and mobile applications. He noted that technical quality was rising, necessitating higher quality storage, and that in 5 to 10 years we might only be able to buy HD equipment. “Future generations,” said Mr Wood “will be able to see us in better detail than ever before.” They would know their forefathers through high quality content.

Mr Wood asked how we might record and store the non-linear media of the web. How much user generated content could be stored? There would be vast personal and institutional libraries. How could we store it all or take a snapshot?

However there were now so many more technical standards than before and perhaps the problem was already out of control. For example HD recording was, in its short existence, already in its third generation. We needed standard systems and leadership was needed in this regard.

Broadcasters would have to cope with change and upgrading at frequent intervals, requiring openness and interconnection across borders. In this environment, search engines would be ‘the king, the queen and the whole royal family’ and there was a need for search engines that could search for images rather than just words. It would have to be an open system not connected to any country or manufacturer. Archives at Risk was taking the first step.

Mr Wood said there was an existing, wordy 1980 UNESCO recommendation for the preservation of archives, which needed to be updated. Input was needed from all concerned regarding possible amendments to be suggested to UNESCO.

An output document for WEMF3 should ideally include these amendment proposals and a recommendation for a manifesto to sensitise nations to this issue. The need was to proclaim a belief that national archives should preserve all significant cultural content selected without prejudice. It must be asserted that access to archives should be open to everyone, without prejudice and at reasonable cost.

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A mission statement for archives was needed and Mr Wood suggested that this could be:
1. To be in the service of the nation's citizens; 2. To help understanding of national identity and showcase national creativity.

UNESCO members should recommend the establishment of national archives with content which had been digitalised and should ideally be accessible via the Internet. In this, developed countries could help developing countries

Mr Wood concluded his presentation with an appeal to delegates to "join those who care" and to "take home the message, to tell everyone about the work and to contribute ideas".

Post Presentation Remarks

Mr van Huis, supporting this call, said the load was too much to be carried by only seven people of whom all were currently from Europe, where the problem of archive loss was least severe. Delegates were requested to sign up to show their support for the project and subsequently to provide a number of significant clips for the website from their own archives.

Mr David Astley, ABU was concerned that the 'traffic lights' map failed to give the right impression. The map of the surveyed areas highlighted three levels of threat – red, amber and green – but there was a large area of white which represented countries which had not responded to the survey. Having seen the situation first hand in all the countries involved except Iraq, Mr Astley estimated that of the white areas 60 percent would be red, 30 percent amber and only 10 percent green, a much more critical situation than the presentation might have suggested. He said that in many countries the 'archives' were represented by disorganised piles of 16mm film, dumped in storerooms. In many cases, due to the effects of climate and poor storage, a country's historic record was fast disappearing. He said the ABU fully supported the 10 year action timeframe but he feared that in some countries significant amounts of material had already been lost.

SESSION 4: THE SAFETY OF JOURNALISTS. PROTECTING THE TRUTH-TELLERS

Following representations from WEMF II in 2005, the UN Security Council adopted a resolution in December 2006 calling for more action to protect journalists in conflict zones, including an end to impunity for their killers. In May 2007, UNESCO chief Koïchiro Matsuura described violence against media professionals as a major threat to freedom of expression and dedicated World Press Freedom Day 2007 to journalist safety.

This session discussed how to build on the UN resolution while opening the perspective to broader dangers: the risks run by investigative journalists in peace-time, by those who cover natural disasters and epidemics, and by backroom news staff constantly handling news material of a graphic or violent nature.

The chairman for **Session 4** was **Mr Rodney Pinder**, Director, International News Safety Institute, and the panel in order of speaking were:

Mr Jean Réveillon, Director-General, European Broadcasting Union

Mr Nigel Parsons, Managing Director, Aljazeera English

Dr Arlindo Lopes, Secretary General, Southern African Broadcasting Association

At the end of session 4, **Mr Dali Mpofu**, Group CEO, Southern African Broadcasting Corporation, and Chairman of the Global Media AIDS Initiative (GMAI), presented his Report on the pre-WEMF Asia-Pacific Programming Workshop on HIV and AIDS and GMAI/AMAI International Seminar on Media Partnerships to combat HIV and AIDS

The session chairman **Mr Rodney Pinder** informed the forum that WEMF2 had opened with the declaration that 2004 had been the worst year ever for news media casualties with 129 dead whilst performing their duty. Subsequently UN Resolution 1738 (2006) had been passed, which declared 'No impunity for those who kill journalists'.

Every year since 2002 had set a new record in journalists who had died while trying to cover the story and 2007 was the worst year on record So far in 2007 172 journalists had died. They were under attack from insurgents and criminals but in some cases regrettably from governments too. The electronic media in particular were always on the front line.

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This year in Sri Lanka a Tamil radio station had been bombed by the Sri Lankan air force killing three civilian journalists. Palestinian cameramen were frequently beaten up and shot at by Israeli forces in the West bank. US forces had killed and beaten and detained journalists in Iraq. An Al Jazeera cameraman had been in Guantanamo for six years without charge. There had also been reports, not convincingly denied, that the US administration wanted to bomb Al Jazeera during the Iraq war.

Israeli opposition leader Shimon Perez had told journalists in New York that the camera was more dangerous than the gun. Indicatively, an Associated Press photographer Bilal Hussein had been held for 19 months without charge by the US military in Iraq. It had been suggested that had he been carrying a gun rather than a camera he might have been free now. Another cameraman, Sami Al-Hajj of Al Jazeera, had been held in Guantanamo without charge for six years

Encouragingly seven countries had pledged at an International Red Cross Conference to improve safety for journalists covering conflict. Regrettably however none of these countries was from Asia, yet Asia was the worst region for journalist deaths outside of the Middle East.

INSI had offered to help governments and militaries carry out this pledge to treat journalists more safely and had recently helped the British government to draft its Green Book on media-military operations in time of war to include provisions to protect journalists.

One task was persuading news organisations that good safety precautions did not mean bad journalism.

Mr Pinder said that, at a recent audience with UN Secretary General Mr Ban Ki-moon, he had found him to be highly aware of the situation, extremely sympathetic to the dangers faced by journalists and very supportive of INSI and its work

“How do we put teeth into WEMF declarations?” asked Mr Pinder. “Can we make WEMF Malaysia the turning point, the landmark where we can point back and say effective action, really effective action, started here?”

Mr Jean Réveillon observed that 10 December 2007 was World Human Rights Day. He expressed his great respect for the work of INSI whose figures showed that ‘too many journalists are literally dying to tell the story’. Between 1996 and 2006 some 1,000 media personnel had been killed, yet in 90 percent of cases there had been no prosecutions...a barbaric custom that was spreading and must be stopped.

Despite some regrettably bad examples, journalism was a noble profession and one which was vital to the proper workings of democracy. Its roles were to tell, reveal, and track down the truth.

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Mr Réveillon said journalism had a role to hold politicians to account and to reveal hypocrisy, however uncomfortable for those concerned. He expressed disappointment that Malaysia had dropped to 124th place in an international press freedom index and was further saddened to hear that this had been locally dismissed on the basis that the figures were “based on Western values of press freedom”. Freedom of expression and press freedom were international fundamental human rights with values anchored in the Universal Declaration of Human Rights.

Journalists’ rights must be protected in their noble task of seeking and imparting information. Attempts by governments to limit the freedom of journalists were the ‘thin end of the wedge’, which could lead to intimidation, sanctions, physical brutality and, all too often, death. Dead journalists could not write, of course, but neither would those who, as a result of attacks on their colleagues, were intimidated into silence.

Mr Réveillon suggested that approaches could be separated into political and practical measures. Training was a practical measure and the EBU was active in this, running courses entitled ‘Hostile Environment Safety Training’ (HEST) and also providing support to INSI training in numerous key places and hotspots.

On the political side there was a need to change behaviours by raising awareness. With the support of the UN Department of Public Information, the EBU had pressed for a Security Council Resolution on the Safety of Journalists which, having been drafted and presented to Kofi Annan at WEMF2 in Tunis, was passed in December 2006.

Another strategy, admirably pursued by INSI, encouraged journalists in every country to raise the awareness of their own governments. It was also being considered as to whether the killing of journalists could be made a specific category of war crime. It was mooted also that media staff in war zones be classed as a special category of civilians, similar to the Red Cross.

Local media staff and those in non-conflict zones who got too near the truth, particularly in parts of Asia and Latin America, were vulnerable and must be protected. The EBU was already pursuing the possibility of a role for a Special Rapporteur for the promotion and protection of the right to freedom of expression.

Mr Réveillon had high hopes for a newly proposed co-production between the EBU and a major independent production company from Germany – a major documentary on journalists who died in the pursuit of their stories. He hoped that sometime in 2008 it would be possible to see a programme which was not only powerful in itself but that would also help make life easier and a little safer for journalists.

Dr Arlindo Lopes paid tribute to the work of INSI whose statistics he observed had shown that 2007 was the bloodiest year so far for the industry.

Dr Lopes related an example of a personal friend and journalist who, even after presenting his press card, had been treacherously murdered in Mozambique together with his wife and young child. He went on to present statistics on journalist deaths for several

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African countries with the observation that Somalia was one of the most dangerous countries in the world and the most dangerous in Africa.

Journalists were in the front line, said Dr Lopes, because they played a vital role in bringing the horrors and reality of conflict to the attention of the public. Journalists could never be completely safe and most at risk were camera crews and producers who, because of their equipment, were prominent and exposed.

Encouragingly two years of campaigning and a lot of effort had borne some fruit. The UN had passed Security Resolution 1738 in December 2006 and for this some credit had to be given to INSI and the EBU. Also in existence was Council of Europe Resolution 1535 covering the safety of journalists in peacetime as well as war and UNESCO Resolution No 29, passed in November 1999, which promoted legislation to investigate and prosecute the killers of journalists and to combat impunity. However resolutions were not enough. More needed to be done including the need for states to ratify and sign the legal instruments on laws applicable to journalists. To date nine out of 10 killers had never been brought to justice

It was an urgent problem and notably, whilst conflict zones remained riskiest, not all journalists died in war zones. They were frequently murdered in peacetime by factions with vested interests in crime and corruption in their own countries. Dr Lopes mentioned in particular the cases of Carlos Cardoso, a Mozambican editor, and freelance cameraman Edward Chikomba of Zimbabwe.

Representatives of the world's press meeting in Cape Town in June 2007 had urged the abolition of the so called "Insult Laws" under which, in the first five months of that year, 103 editors, reporters broadcasters and online journalists had been arrested in 26 African countries.

There was a lack of awareness amongst media personnel as to the protections afforded to them, in spite of campaigns by INSI, Amnesty International, Reporters without Borders, Human Rights Watch and the Committee to Protect Journalists. The South African Broadcasting Association, SABA, was seeking collaboration with the EBU, ABU, AIBD and others for relevant safety training and co-productions.

SABA was committed to work with other similar organisations towards common goals. "We are absolutely convinced that there can be no press freedom or sustainable development where journalists are killed because of their work," said Dr Lopes.

Thanking Dr Arlindo Lopes, Mr Rodney Pinder commented that the regional proposals were in line with INSI planning and that he was sure that there were areas where the two organisations could work together.

Mr Nigel Parsons, of Aljazeera English said that it was extraordinary that in terms of the safety of journalists things were going backwards rapidly. The death of a journalist in the field used to be an accident. At one time it had been a joke for news teams to wear a T shirt inscribed 'Don't shoot, I'm a journalist' but what was humorous then now seemed

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rather sick. In former days journalists were respected as being neutral. Now they were targets.

The first major change had been when an NBC cameraman had been shot by a Nicaraguan soldier during the Somosa regime. Notably the US had withdrawn in disgust. Now the mood had changed. Aljazeera had been bombed twice by the US in Kabul and Baghdad.

Aljazeera cameraman Sami Al-Hajj, arrested while performing his duties in Afghanistan, had been in Guantanamo Bay for six years and was in suicidal shape. It was difficult when a government virtually kidnapped one of your people. The deliberate targeting of journalists must be considered a war crime. It was simply unacceptable.

Mr Parsons said it was necessary to change the mindsets of governments and of people. He had limited confidence in that happening through organisations like the UN although any resolution or declaration of support was good. He believed that the best approach was in raising public awareness, through pressure groups like INSI and by forcing governments to take a different approach.

On his release from his kidnapping ordeal, the BBC's Alan Johnston had said that even in his darkest moments he had felt that he was "the luckiest kidnapped journalist on the planet" in view of the support and publicity given by his colleagues and the public. Public outrage had reached a wide audience, including in Gaza itself, and had eventually gained him his freedom.

International condemnation must follow any infringement of the UN resolution. Not only for the 'Alan Johnstons' but also for the little known journalists everywhere. It should happen for any member of the media community in any part of the world. The condemnation of governments did work and was important.

Training was very valuable although not a guarantee. However it was very expensive and it would be ideal if international bodies set up some sort of fund to help poorer broadcasters or those in developing countries to ensure that no media personnel anywhere went into the field without understanding the risks and how they could be minimised.

Mr Parsons was keen to hear views from anyone and especially those who could apply pressure in any shape or form through governments, media groups or NGOs because this was not a problem that was going away. It was a problem that was getting worse.

Rodney Pinder thanked Mr Parsons and said he was heartened by the wave of international support given by ordinary people worldwide in the case of Alan Johnston. Fellow journalists had said that one of the best things journalists could do to protect themselves was to get societies onto their side, and that they could do this by following their craft to the highest standards.

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Forum, Questions and Answers

Ms Agata Pietkiewicz from TVP Poland said that Mr Parsons had said death often happened by accident in conflict zones but her concern was that journalist deaths happened in peaceful countries. She was glad that Mr Réveillon had mentioned the cases of Anna Politkovskaya, a Russian journalist shot dead in 2006, and Veronica Guerin, an Irish journalist shot dead near Dublin in 1996. It was true, she said, that the killers of journalists were seldom found.

Dr Lopes replied that he thought that there was no single solution. It was complex. Journalists needed to be made aware of measures in place, how to react and how to hide. Rules were only good, however, if they were implemented.

Mr Pinder added that journalists needed to think of ways to protect themselves rather than relying on rules and governments. Most journalists died in their own countries at the hands of criminal elements or people in authority whom they had offended. More resources were needed to save lives.

A delegate suggested that publicity was important in keeping the issues and events fresh in people's minds. If journalism was indeed a noble profession then it should not be an issue as to where a journalist came from.

Nigel Parsons replied that publicity was given to the casualties, the figures and to those who helped the victims. Unfortunately journalists were increasingly being seen as part of the enemy, whereas once they had been considered and treated as neutral. It was necessary to accept risk but to become a target was outrageous.

A delegate from Nepal suggested that more journalists were killed in Nepal by Maoists than in Sri Lanka, although their cases did not receive as much publicity. Only one month earlier a journalist had been duped into following some men on a motorcycle to cover a bogus story in a nearby town. Instead they had taken him to a remote place and killed him.

Michael Daka from Zambia asked whether the recent approach of embedding journalists in military forces made them targets and whether it had implications for impartiality of reporting.

Mr Pinder said embedding journalists had been found to be much safer than having them roam free to go where they wanted in a conflict zone.

Mr Parsons said embedded journalists were bound to identify with those whom they accompanied and who protected them. In that way the process of embedding in the Iraq war could be deemed a failure. Aljazeera journalists had roamed freely in Iraq and showed both sides of the conflict but had almost been targeted by the US as a result.

A delegate from Afghanistan said that women journalists in particular had been targeted by the Taliban. Afghan journalists were not fully trained because they were poor and training was extremely expensive. There was no urgency by the authorities to investigate

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killings. Funds were needed but an application to the European Community had been turned down. More practical recommendations were needed.

Mr Pinder agreed with the comment. It had taken a year to raise funds for recently carried out training in Afghanistan. INSI had done the training free at the point of delivery but money had had to be raised to send the team there. It was not easy and he thought that banks and other institutions who benefited from INSI's activities might do more in return for the services rendered to them.

Mr Réveillon said there was a need to push for recognition worldwide that freedom of expression was important.

Mr Javed Jabbar of Pakistan said Alan Johnston had been fortunate in the publicity and support he had received. Mr Jabbar was reminded of time spent with people who had lost relatives. There was a paucity of concern in Asia. There was a need for a trend for the public to speak out, people who could reach organisations that had funds to support the protection of journalists around the globe.

Mr Pinder replied that unfortunately the number willing to do this was small

James Deane of BBC World News said that in a recent poll of 14 countries, a surprising 40 percent of respondents had thought there should be curtailment of press freedoms to preserve harmony.

Mr Parsons said a key to this was the standard of journalism. There were some very bad examples of journalism out there. Unfortunately, organisations were willing to splash out on equipment but not on the people they sent out into the field. It was very sad.

Ms Lau Joon Nie of Singapore asked who would speak for the stringers, or freelance journalists, who were used to cover wars. There would be increasing numbers of them out there and they would be vulnerable. She said that safety training should perhaps start in university.

Mr Pinder agreed. He said awareness of the issue was increasing in universities, perhaps even more than in the field.

As a final comment Dr Lopes expressed the opinion that all vulnerable media personnel deserved training.

SESSION 5: BRIDGING THE ACCESSIBILITY DIVIDE

Access to the Internet and broadcasting is a challenge in developing countries in terms of both infrastructure and running costs. In both developed and developing countries there is a 'digital divide' for the blind, the deaf, and the elderly, who experience these media only partially. For all, there can be a digital divide in capacity to create material for the media. The speakers looked at the tools available for media creation and for helping those with limited access, and the actions needed.

The objective of the session was to analyse 'accessibility' to media provided by both broadcasting and the Internet with focus on:

- Accessibility in less developed regions
- Accessibility for the handicapped and the elderly
- Accessibility to content generation for all

Questions addressed by speakers included:

- The range of tools available to help access by the less developed regions, the handicapped, and the effectiveness of each.
- The range of low-cost tools available for media creation, and the results produced by each.
- The actions to be taken at national and international levels.

Session 5 was chaired by **Dr Riyadh Najm**, Chairman, World Broadcasting Unions (WBU) Technical Committee, and the panel, in order of speaking, were:-

Mr Cesar Gerbasi, Chairman, Technical Committee, Organizacion de la Television Iberoamericana (OTI): Topic: *Access for less developed regions*

Mr David Wood, Head of New Technology, European Broadcasting Union (EBU): Topic: *Access for the handicapped*

Dr Takayuki Ito, Director of Human and Information Science, Science and Technical Research Laboratories, NHK-Japan: Topic: *Access for the elderly*

Mr Kyle Evans, Project Manager, NPR Labs: Topic: *Accessibility Radio*

Dr Riyadh Najm opened the session by quoting the fifth principle of the 2005 Broadcasters Declaration: "Access to Information is a fundamental human right. The reception of broadcast services needs to remain accessible and affordable to citizens."

Dr Najm defined accessibility as the avoidance of conscious limitations affecting individuals or communities and included not only the obvious impairments of hearing and sight but also the denial of access to historic material by a failure to keep archives. This could be perceived as a form of discrimination against later generations.

The availability of access to the online world may be addressed by the promised \$100 personal computer. But, asked Dr Najm, "Will it happen?" He speculated that perhaps the concurrent 'Global Knowledge Forum' might have an answer to this question. He also asked, "Can user generated content help to bridge the divide."

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Introducing the four speakers and their topics Dr Najm expressed satisfaction that the subject would gain perspectives from four regions of the world.

Mr Cesar Gerbasi, speaking, on the subject of *'Access for less developed regions,'* commenced by suggesting that the terms 'developed' and 'developing countries' be reappraised. He pointed out that countries were on a scale from undeveloped to developed and that there was no clear-cut line at which a country switched from being 'developing' to 'developed.' He also speculated that countries could go backwards as well as forwards.

The concept of information access via the achievement of the goal of 'One [\$100] Laptop Per Child [OLPC] was well under way; however the current model, with extended features, could only be practically produced at a price of approximately \$188. Even at this price it had been mandated that sales of 3 million units in minimum batches of 250,000 were required to achieve economic viability.

In the United States and Canada a 'Get one – Give one' scheme had been proposed whereby a unit bought for a child in one of these 'developed' countries would subsidise the cost of a unit to be made available to a child in a 'developing' country.

Mr Gerbasi stressed that the XO computer developed by the OLPC project was solely intended as an educational tool for children. Neither was it the sole contender for the market. Microprocessor manufacturer, Intel has developed and promoted a rival laptop named 'Classmate.' Intel had however recently indicated that it would support the OLPC initiative.

It was important to note that, in contrast to the Internet, broadcasting started as largely free services which had led to the rapid achievement of vast coverage. Mr Gerbasi asked why a similar model could not be used for the Internet. Whilst much of the content was free, Internet access typically required users to subscribe to a service provider. It was also important however not to overlook that 65 percent of the world's population had no access to telephone lines.

The fact that some cities were proposing free WiFi access to their residents, possibly using existing TV networks, should be watched with interest and a Canadian research centre was said to be looking into the possibility of providing free wireless broadband extending to rural areas via public television services. An alternative approach could be an advertisement supported access model.

Mr Gerbasi stressed the importance of the user's fluency in reading and basic interactive skills in order to gain value from access to the Internet. In his opinion simply providing a laptop without the ability to access the Internet and to navigate and understand the content would be of limited value.

Mr David Wood gave a very effective demonstration of the use of audio descriptions as they may be applied to television programmes in order to give the sight impaired a running commentary of the TV action. He described script mining which draws upon the stored text of a programme script to provide assistance for the hearing impaired. This idea

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had come from one of the smallest EBU member STV [Slovenia] which is the current holder of the software rights.

Looking from the EBU perspective Mr. Wood outlined the commitment to access for people with special needs in both developed and undeveloped nations.

Broadcasters were making some attempts to address the needs of the blind, the deaf and the elderly but, said Mr Wood, “We aren’t doing half enough”

Possible approaches were 1. That special programmes could be made for people with special needs or 2. Programmes made for the general audience could include special features to serve those with special needs. There was room for both.

Mr Wood observed that subtitles [closed captions] for the deaf and elderly were widely available in Europe and that other access solutions were audio descriptions, for the blind. Signing overlay for the deaf; Aural subtitling for non-readers. Web based services, for example Script Mining also held great potential. Work was in progress to define a user friendly digital receiver.

Japanese research into audio expanders [as per Dr Ito’s presentation] was being watched with interest.

Subtitling was well developed and well used; however there were a variety of subtitling systems and not all receivers were compatible.

Audio descriptions provided a supplementary audio commentary for the sight impaired using an auxiliary channel. TV programmers were typically reliant on visual content so may be incomprehensible to the blind. Audio description provided the facility for sight impaired persons to enjoy television programmes and to be able to join the viewing community in discussing what was on the night before.

To demonstrate his point Mr Wood played an excerpt from a British TV police drama series during which he invited the audience to close their eyes. The first clip was of the conventional video and audio. As expected the content was largely incomprehensible. In contrast the following clip, with audio description, was easy to follow. It would be possible that even sighted members of the audience would appreciate audio description when, due to the need to perform other tasks, they were unable to concentrate fully on the picture.

Current problems with audio description enumerated by Mr Wood included the difficulty of adding the track and of locating the additional bandwidth required, especially if full audio with description was to be provided as an extra channel. Ideally a low bandwidth description signal should be transmitted for mixing in the receiver. This however presented a problem of production economics for receiver manufacturers and was slowing uptake.

Signing for the hearing impaired should be elective and this had been trialed successfully with interactive broadcast systems. Mr Wood demonstrated a TV programme clip with optional signing. A technique of sending only a silhouette of the signer using an object

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based coding system called MHP was being used in Austria and Italy but the rest of Europe was moving very slowly in introducing this technology, partly because of the license fees for MHP 1.0 which many consider to be too high. Alternative Internet solutions with broadband connections might be more economical but at 700 kbs the quality was limited.

Script mining, an idea which Mr Wood said had come from one of the smallest EBU members, RTV Slovenia, made use of the original script of the programme linked to the video by a computer and displayed on a split screen. This system had great potential and, as it was all done with software, could be implemented at low cost.

An EBU memorandum of understanding with receiver manufacturers targeted 2009 for a specification for receivers with spoken channel identification, spoken programme information and spoken programme guides. These technologies were to be implemented in almost all receivers sold in the next decade. Also there was an initiative for manufacturers to produce user manuals that everyone could understand.

Concluding, Mr Wood sought agreement that present efforts were inadequate. He said that there was now a wide range of tools and delivery media which could be 'married to' the full range of special needs. He asked "*Is it not time to widen our sights as broadcasters? Could WEMF3 begin the process to lead to such a wide analysis?*"

Dr Takayuki Ito commenced his presentation on 'Access for the elderly' by stating that public broadcasting services were socially required to be universal, meaning that they were to be available anywhere within a country and to anybody in the country. Such availability was to be regardless of whether the recipients were rich or poor were able or challenged by handicaps. The meaning of this was guaranteed accessibility leading to enrichment of life.

Broadcast was usually the most important source of news and entertainment for the elderly. The elderly often lived alone and apart from younger generations and were a growing community, particularly in Japan.

Ageing was accompanied by various physical degradations from age 40 and to facilitate access these impairments, principally of sight and hearing, needed to be taken into account. Hearing loss was very common and included loss of sensitivity, high frequency loss and masking of wanted sounds by background noise

In addition to losses in sight and hearing there was some potential for deterioration in cognisance and psychomotor functions. These losses of brain function included reduced processing speed and flexibility of thinking and had the potential to cause 'information barriers'. Because of this the complex functions of remote control units and IT tools may be difficult for the elderly.

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As an example Dr Ito pointed out that TV programme speech may appear to be too fast for elderly viewers to follow and complaints that the speech in TV programmes was too fast were common. This had led to research by NHK into digital speech rate conversion.

In the NHK research the speech rate was digitally slowed down without altering the pitch of the voice. Slowing all speech however had the disadvantage that speech lost synchronisation with the video so an enhanced solution slowed the speech only at the start of the clip, slowly increasing it to normal. This method had the advantage that the sound could 'catch up' with the video before the end of the clip. Dr Ito demonstrated the technique very effectively by playing a video clip with three optional user-selected speech rates.

Another problem identified by NHK was that elderly viewers perceived sound effects as being too loud in comparison to the foreground speech. Dr Ito said that an optional balance with background sound suppressed by 6dB had proved to be effective in overcoming this complaint. Further research on this phenomenon was ongoing.

Closed captioning [text captioning which selected by only those viewers who need it] was not only beneficial to the hearing impaired but also proved helpful to the elderly. In 1997 the Japanese government had set a target of 2007 for all non-live programmes to be closed captioned. This target was extended for 2008 to include live programmes.

The 2008 target represented a major challenge as, whilst off-line closed captioning could be performed manually, on-line closed captioning for news and live programmes, would require a new techniques, moving from a stenographic keyboard solution to a sophisticated speech recognition system. Currently a hybrid system was used which had achieved an accuracy of 99 percent on experimental news programmes.

Multiple channels, EPG and other features of modern broadcast systems had complicated the remote control units required by the viewer. According to Dr Ito this caused difficulties for the elderly who may be far sighted and thus experience difficulty in switching their eyes from the remote control unit to the screen. NHK was experimenting with on-screen displays and menus together with simplified remote controls which did not require the viewers to look at them.

Data services were a new feature of digital systems but elderly viewers who had little experience of using graphical user interfaces [GUIs] tended to blame themselves when they were unable to navigate them. Experiments to improve design were in progress.

Finally Dr Ito demonstrated an innovation called the 'TV Agent', an intelligent programme guide represented by a friendly cartoon creature who interacted with the viewer through normal speech. This promised to greatly reduce the complexity of programme selection by answering verbal questions posed by the viewer.

Mr Kyle Evans having introduced his presentation under the name '*Accessibility is Useability*', went on to say, "*The accessible technology we design today will be the usable technologies that we use tomorrow.* He described 'accessibility' as 'a feel good cause which is on the lips of many around the world'. However when it came to implementation it was often curtailed by limitations of time and money.

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Mr Evans drew parallels with early communication tools which had potential for the hearing and sight impaired. Firstly the typewriter, invented by an Italian, Peregrino Turri, to help him communicate with his lover Baroness Fantoni who was deaf. Secondly the Edison phonograph – which was partially promoted for its potential to bring books to the sight impaired. More recently, in 1974 Ray Kurzweil, knowing that blind people had no access to print, had invented the ‘Kurzweil reader,’ an optical character recognition [OCR] application which produced text-to-voice synthesis.

Moving to the work of National Public Radio [NPR] Labs Mr. Evans described the projects the company had been involved with. Essentially these were aimed at making public radio programming more accessible to all listeners. The first aim was to make radios which visually and hearing impaired people could actually use. Five approaches were being followed.

Mainstream audio information services were stations where a reader would read books and magazines aloud for the visually impaired. These services were usually found on a subcarrier using special receivers permanently tuned to a local station. Plans to move these services to HD radio were aimed at improving audio quality and an enriched content experience.

Live video description [similar to the technique described by David Wood as ‘audio description’] was designed to provide narration in addition to normal effects and dialogue to enhance the TV experience for visually impaired people. Mr Evans said that this would have particular value for emergencies when commentators tended to make comments which assumed that the audience could see the action on the screen.

Digital frameworks allowed the audience to access content non linearly allowing storage of content, rewind, replay and catch-up facilities. A new set of controls would be needed for this.

Accessible controls, displays and menu options required that controls be intuitive. Menus should make sense, controls should feel sturdy and buttons should click when you turned them. These were actually issues of usability and the application universal.

Caption displays on receivers were being looked at as a means of overcoming the delays of two or three days which could occur when news was transcribed for the hearing impaired audience who required a more immediate experience.

NPR Lab had found that a lot of devices were too narrow and specific and that a lot of the content on scheduled services was being underutilised primarily because the timing was inconvenient. To address these problems Mr Evans explained that he had designed the Personalised Audio Information Service [PAIS] starting with detailed research into how people used their media devices, what worked and what didn’t.

The aim of PAIS, which was in its first year of research, was to augment traditional audio services with on-demand services and customised content delivery. As described, users set up a listening profile specifying the content they were interested in. At the broadcast end all content material was tagged with metadata enabling relevant segments to be

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compared with the users' profiles then, in the absence of the user, the selected content would be downloaded to a buffer in the user's radio for access on demand.

Mr Evans explained that in future NPR labs would also research voice recognition and radio brailing which turned selected material from radio broadcasts into touch readable media for the sight impaired.

Mr Evans concluded, *"We have no idea where the future of the technology is going – but if we design our accessible devices as broadly as possible the accessible tools we design today will become the useable tools of tomorrow"*

Forum, Questions & Answers

In a short session of questions and answers from the floor Cesar Gerbasi was asked whether, in poor countries, the bridging of the digital divide was relevant where the need to address deficiencies in health care and food supplies was a much greater priority.

Mr Gerbasi responded that, in his personal view, poor countries had many priorities and communication would, in all probability, be one of the first. He suggested that whilst basic needs were certainly vital, governments could still proceed on several fronts to meet the special needs of the population.

David Wood made the observation that the presentations had demonstrated that similar problems existed and similar research was going on in organisations in a number of countries. He expressed a hope that there might be some mechanism for these organisations to work together.

Dr Najm rounded up the session by replying that indeed, such collaboration might well be an outcome of WEMF3.

SESSION 6: ROLE OF ‘OWN-TIME MEDIA’/‘ANY-PLACE MEDIA’ IN THE SERVICE FOR DEVELOPMENT - MILLENNIUM DEVELOPMENT GOALS

A rapidly growing number of people in the OECD countries listen to radio content of their choice through podcasts on their iPods or other MP3 players. This allows them to have access to high quality content in the area of their specific interest and at a time and place that doesn't conflict with their work and obligations. What about the developing world? Is there a scope to use MP3 players beyond urban music consumption, particularly to make specific high quality content available to the poor and people in remote areas? What could be the role of public service broadcasters who have a competitive advantage in providing trusted high quality content? The panelists discussed some encouraging first lessons and trends in a global and local context that is shaped by media convergence.

The chairman for **Session 6** was **Dr Abdul Waheed Khan**, Assistant Director-General for Communication and Information, UNESCO and the panel, in order of speaking were:

Ms Lucy Hooberman, Innovation Executive, Research and Innovation, BBC Future Media and technology.

Ms Seema B. Nair, Project Leader UNESCO India

Mr Bruce Girard, Expert in community radio and local media, Comunica

Ms Kristine Pearson, Chief Executive, Freeplay Foundation

Dr Abdul Waheed Khan opened the session with a reference to the revolution in information and communication technology which in the last 20 years had led to an explosion with Internet radio, pod casting 'and all kinds of othercastings' in the 21st century.

He noted that in a previous session Nigel Parsons had referred to a 'renaissance' for radio as the priority medium for information and access by the poor. The order of priority of access to technologies in poorer counties was first radio, secondly television then mobile telephony and finally the Internet. In rich counties users had access to all of these. It had also been mentioned in a previous session that mobile telephony had become more commonplace even in developing countries

Internationally there was a trend from real time to 'my time'; However Dr Abdul Waheed Khan asked whether this was commonplace or only true for the developed countries.

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Ms Lucy Hooberman said that in a previous day's session her colleague Richard Porter had mentioned that the BBC World Services was now in its 75th year. However she pointed out that the BBC was only now celebrating 10 years of Internet presence with bbc.co.uk

Research had shown that some 12 million people in the UK owned an MP3 player and of these 2 million claimed to have made use of them for podcasts. Most people were actually subscribing to podcasts rather than searching around and the most popular service had been found to be iTunes.

A radio podcasting trial had been run to assess audience demand for programming and the team's ability to maintain a service to the public. Happily the trial had been very popular and had now become a service.

Although podcasting was still a niche activity it was growing, but it was constrained in that it required an effort on the part of users to subscribe, to download and to organise themselves to use the service.

For the BBC pod-casting was part of a journey to make its content available any time, any place. It was also a part of the BBC's commitment to helping the public understand how to get the most out of their licence fee and to become 'digital citizens'.

Ms Hooberman cautioned that, once an organisation went down this route, there were a lot of things to think about. Opening up to the public and allowing the public to discuss and contribute content, although a very good step to take, was also a very big step which made very great demands on staff and their time.

An important task was to work with the public on media literacy as it could not be taken for granted that all new developments would be immediately understandable to everybody. For a very large organisation, that applied to the staff as well as the public. There was a job of work to be done to help people to change their styles of work from simply broadcasting to an audience to having a relationship with 'the people formerly known as the audience' but who were now content creators, co-creators and discussants on all aspects of content. This had relevance to the subject of the 'public sphere'.

Ms Hooberman gave a few examples, the first being a pair of blogs, one for teachers and one for students, set up by the BBC World Service, for teaching English around the world. The dialogues had been found to be quite powerful.

'Pods and Blogs' was a BBC Radio 5 programme which made a major attempt to explain to the public the nature of pods and blogs, to review the blogosphere and to engage the public in discussion

The iPM programme (<http://www.bbc.co.uk/blogs/ipm/>) allowed possibilities for the audience to contribute content. An interesting feature was that the programme's advanced running order was published at the planning stage so that, by the time the programmes went to air, users could actually see the changes to which they may have contributed.

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Ms Seema B Nair said her work at UNESCO involved visiting communities concerning ICT and community radio initiatives across Asia. Typically it was seen that there were enormous problems of lack of access, lack of infrastructure, problems of literacy and a cultural diversity which did not allow centralised content. As a result of this there was no tried and tested model of anytime media.

UNESCO had tried to integrate rather than push technology. A good model of this was the eTUKTUK initiative in Kothmale, Sri Lanka. A tuktuk was a common type of three wheeled transport in South Asia. A lot of technology had been loaded into the vehicle including a laptop computer, a CDMA enabled Internet connection and a generator to allow the vehicle to operate in areas without electricity.

Kothmale community radio was perched on a hill with only two buses per day. It was therefore very difficult for access by members of the audience who might wish to participate in programming; eTUKTUK was a way of bringing the radio station out of the studio and into community.

In the region the majority Tamil community worked in the tea estates and, because of lack of literacy, access and education had virtually no voice in radio programming. With the commencement of the eTUKTUK initiative a variety of content was created from within the villages. The community provided themes and campaigns rather than one-off programmes. Amongst others there were campaigns against corruption, concerning health matters and for good access to drinking water.

Starting from radio the communities began looking to the computer to translate topics into short digital video stories using photographs and brief video clips. These had great impact in forcing the community to go beyond identifying problems to considering how those problems might be practically solved.

Ms Nair suggested that the Kothmale experience had shown that the use of one medium alone might not get the involvement of the community and so 'radio browsing' evolved where a presenter would browse the Internet for information during the programme. This technique had spread to television and Ms Nair described how a presenter, talking about HIV/AIDS, had demonstrated how to browse the Internet in conjunction with the content, thus teaching the audience about the practical value and use of the Internet.

Ms Nair concluded by suggesting that much as the discussion was about technology and how to use technology for development, it was vital to consider aspects that were crucial to the community and to focus on not just making content for them but getting them to make their own content. Only then would the activity be sustainable in the long term.

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Mr Bruce Girard was pleased to note that technology was catching up with what community radio had been doing since it started broadcasting 50 years ago. User generated content, citizen journalism, narrow casting and participation in every sense of the word had been at the very roots of community radio since the first stations were set up in the late 1940s.

Community radio stations were owned by their communities with participation as the essential key. This included participation in production, in feedback and in determining the editorial policy of the station. This appeared to go way beyond what had been allowed on the Internet so far.

Participation was a key and radio stations were now making the Internet an essential part of what they did. They were making very effective use of the Internet and mobile telephony in several ways:-

To help with information and news gathering, even though not everyone had access, literacy or linguistic skills or the skill to use search engines effectively, community radio stations were playing an intermediary role and the radio and the Internet site could work together to encourage the skills.

At the second conference of the World Association of Community Broadcasters (AMARC) in 1986, participants had voted to ask the board to look into the possibility of setting up an international news agency.

Mr Girard felt strongly that an iPod with earphones wasn't something that would bring people out of isolation but would put them back in. He considered podcasting not to be broadcasting but a platform on its own.

Ms Kristine Pearson explained that the Freeplay Foundation was all about access to information for the very poorest people in sub-Saharan Africa where it had been her great privilege to work for the last 20 years.

Freeplay had started nine years ago with big black wind-up radios with great sound quality. One thousand of them had been given to child-headed households and had made a huge difference to the children of this large and vulnerable population to whom, surprisingly, the most popular programme was 'the news'.

Ms Pearson asked what was the point of radio programming if people couldn't listen to it. The Freeplay Foundation was all about access. In sub-Saharan Africa, electric power was limited and AA batteries were of low quality, toxic and too expensive. Batteries were also a gender issue since men were the only ones who had money, could afford batteries and thus operate radios. So how was programming to reach women and children?

Ms Pearson described the 'Lifeline' radio launched in 2003. The radio could use solar power or could be hand cranked and its design took into account the fact that the users did not have experience of technology. Environmental hazards were accounted for in the design including the fact that the cable had been found to be very popular with hungry goats.

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Some 160,000 units had been distributed. However, due to the communal nature of the audience, it could be estimated that the total audience might be at least 6 million listeners.

Showing the next innovation, the prototype of the 'Lifeline MP3', Ms Pearson said it was the latest development of the Lifeline radio. Colourfully and practically designed, every feature of the radio had had input from orphaned children on the premise that if it worked for children it would work for adults. This radio would be able to record programming or replay pre-recorded material via a USB slot on the radio which allowed it to be connected to an MP3 unit.

Ms Pearson concluded with the statement that "Where others talk first about content, we talk about access."

Forum, Questions and Answers

The chairman summed up by noting that presentations had ranged from cutting edge innovations such as podcasting to three examples of people working at the grass roots level

People did not develop technology with millennium development goals in mind and indeed there was near consensus on the belief that almost all the goals would not be met by 2015.

It was development planners and practitioners who examined new technologies and looked at how technological developments might benefit the task of meeting development goals. He asked Ms Hooberman for her views on how best we could apply technological development such as podcasting to developing countries.

Ms Hooberman responded that podcasting was just one of the ways of delivering content. However she felt that portability and miniaturisation were very important. She described how with an iPod one could plug in a microphone, record an interview with someone in the forum, call someone up in any part of the world and have a dialogue with them. The questions arose however as to whom that dialogue should be with and what its purpose would be. Certainly the tools were there but others needed to identify the goals which, in the shorter term, needed to be concentrated upon. Knowing this, the broadcast technologists could perhaps contribute towards meeting those goals.

Mr Javed Jabbar, Pakistan, suggested that in order to meet the 'elusive' millennium goals, quality of service, delivery, governance and social justice was very important. He asked if any of the projects were part of a larger programme with quantifiable goals and results; for example the reduction of child and maternal mortality rates etc related to the targets of the MDG.

Bruce Girard replied that this was a very important question and one which all who had been working in community development for years had been concerned about. The methodology of measuring impact was however difficult. Although he felt that he could not answer the question directly he referred to an encouraging example related by Mr James Deane concerning work in India where the BBC World Service Trust had 50

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researchers doing just that kind of work. This was also happening in some very complicated places such as Afghanistan and Sudan. The compilation of all this information was the next objective and the results of this could be very valuable

Kristine Pearson said that impact of information was woefully under-resourced and that appropriate distribution of funding was an issue. Listenership figures were important but there were serious weaknesses in surveys. For example in one survey a person who listened to a programme only once a month was considered to be a listener. Impact assessment required the audience to listen to the programme throughout the series. Control groups were also important.

Seema B Nair stressed the value of 'before', 'during' and 'after' evaluations of a programme. People in the community could be trained to play a part in this. It was important that the data must be seen to serve the people they referred to.

Dr Sreedher Ramamurthy from India quoted a positive example of impact which took place after campus radio broadcasts on HIV screening. Six months after the broadcasts a visiting UNICEF representative had asked students if they knew about tests for AIDS. The students said yes but that they were afraid to go for the tests themselves. However they agreed to go for the test if the UNICEF representative would go with them. Radio had clearly made an impact.

Mr Mark Selby of Nokia was delighted to hear that mobile phones were being used in combination with radio and said more than half Nokia's mobile phones included a built in FM tuner. Many devices included MP3 capability and experiments had been done with visual radio and a recently launched Internet radio service. The panel was asked what other features they would like mobile phones to have.

Kristine Pearson replied that reduced power consumption to improve battery life, phones that were not 'over-engineered' and phones with larger screens and improvements to allow touch operation would help people with bad eyesight but who were too poor to afford glasses.

Bruce Girard added that devices designed for use in developed countries were not always suitable for those in developing countries and that phones which came with open source software were valuable since they made it possible for specialist end users to develop applications to solve their problems

Seema B Nair said it would be valuable if telephones could include access in local languages and that she would like to see some kind of user interface for which illiteracy would not be a barrier to operation.

Mutasim Abdeldadir from Sudan related another positive experience in that, before programmes on UNICEF and UNESCO rural radio, girls had not been allowed to go to school after reaching nine years of age. Since exposure to radio programmes on the topic it has been noted that more girls were being allowed to attend school beyond that age. There had also been health education benefits. "Community radio comes first," said Mutasim.

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A delegate suggested that governments, especially in the region, did not like community radio since they found it threatening. Some authorities thought that a mobile phone in the hands of a reporter was a recipe for disaster. In India the BBC had trained female reporters who were not allowed to report. He asked what was being done to ensure that communities had access to programming and not just to filler music.

The chairman mentioned that, in India, he had asked for an increase in local radio as long as 32 years ago and now it was happening. It had taken all that time to succeed and it was true that governments often did not like freedom of expression and freedom of speech. The best hope was that media personnel should practice true principles and gain trust as professionals. Only then could they stand up, as they must, and exercise their rights.

Mr Sharad Sadhu, ABU said that it was impressive to see the Lifeline radio set but that in this part of the world there were also some very small hand cranked radios available, costing only a few dollars. UNESCO had also funded the transmission-cum-studio device known as 'Radio-In-A-Box', which could be seen on demonstration at the Global Knowledge Forum exhibition. This device could be very valuable for community radio. He had thought that community radio was for the empowerment of the community to make their own programmes in the way they wanted to make them. It now appeared that some of the approaches mentioned by the panel indicated something different. He asked if such intervention, for whatever reason, was in the true spirit of community radio.

Bruce Girard wondered if this arose from his reference to acting as an intermediary between the community and the Internet. However the people involved were from the community itself. In his view it was not something that had been imposed but something that was happening very organically and naturally and was very good.

Seema B Nair said that since 'Any Time Any place' was being discussed, it was a matter of available infrastructure. There was no question of going against the principles of community radio but of ensuring a match between the technology and what the community wanted to do with it.

Mr Bayero Agabi from Africa Independent Television, Nigeria, said that in connection with using hand sets to transmit radio programming he had been expecting to hear more about regulatory problems. In Nigeria there were more telephone hand sets than radio sets and this might be a better tool to deliver radio. When a company had tried to deliver hand-held TV it had been obstructed by regulation. Mr Agabi suggested that although we referred to convergence, the greater challenge was to allow the converging technologies to operate freely and collaboratively. He had hoped that the panel would touch on this huge issue.

SESSION 7: EXPLOSION AND FRACTURING OF PUBLIC SPHERE

Technological innovation provides the framework for an unprecedented growth in space for public discussion. This includes community radio, Internet forums, blogging, web 2.0 based social networking and content from the audience into mainstream media etc. In addition, migration at all levels has increased the ethnic diversity and ‘ghettos’ particularly in urban areas.

Migrant ethnic groups increasingly communicate within their community and with people in their country of origin. Does this new phenomenon help to build bridges between ethnic groups? Or does it rather contribute to tensions? What role can the mainstream broadcasters and development partners play to stimulate genuine dialogue rather than a fracturing of societies? What steps are required from the community media?

The chairman for **Session 7** was **Dr Walter Fust**, Director-General of the Swiss Agency for Development and Cooperation (SDC) and Chairman of GKP, and the panel in order of speaking were:-

Dr Aida Opoku Mensah, Director, ICT Science and Technology, Division, UNECA

Ms Sharmini Boyle, Chief Editor of Young Asia Television, Sri Lanka

Mr Mike Daka, Breeze FM, Zambia

Mr James Deane, Head of Policy Development, BBC World Service Trust

Opening session 7, the chairman **Dr Walter Fust**, made reference to the previous day’s introduction to the concept of the media river of traditional broadcasting, opening into the media lake of the digital era and the potential problems of navigating this media lake to search for content. He noted that delegates had heard of another trend in broadcasting, that of moving from one-to-many to many-to-many which had led to the opening of the ‘Public Sphere’ which the four speakers would be debating within this session.

Dr Aida Opoko Mensah commenced with an overview of the explosion of media and the fracturing of the public sphere. Within the broad overview of the information society and in the context of Africa she noted that dramatic change in the media landscape had made a big impact. Resulting from technological innovation the Internet had transformed the electronic media resulting in the opening up of public space in which increased debate had resulted in a strengthening of societal voices. The plural media had increased access to information, increased debate and for the first time created plural voices.

In Africa there had been a profound impact from the growth of mobile telephony which had become a useful tool for community radio stations. For example the ability of journalists to phone in from polling stations had a stabilising effect on the electoral

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process, demonstrating the profound effect of a marriage between mobile phones and radio.

Again in the context of Africa the constant grappling with media content and how the new forms of technology were used to generate content was an important issue. In Ghana national dialogue and civic discourse had increased, creating a public sphere in that country. However this opened a platform for debate as to whether anything significant had happened as a result.

A fragmentation of the previously controlled media and media users in this explosion of public space was now observable. For example although Internet penetration was currently only 2.6 percent there was already a splintering of media users.

As platforms proliferated, audience shares between the platforms became smaller and more select, according to communities or geographic groups, representing a fracturing of the public sphere. So when it came to national issues not all voices could be heard at the same time. This could lead to a lack of consensus and possible isolation of ethnic groups. There was also a potential for rifts between rural and urban people. In contrast the public service broadcasters were very important in representing a cohesive 'national whole'.

There was room, in the context of Africa, for more networking among various media forms, to strengthen flows of information, recognising that audiences used different types of media. For example in the rural areas network radio tended to remain the sole source of information.

Mainstream broadcasters needed to work in partnership with community counterparts using programme exchanges, joint programming and content creation, particularly in the area of using new technology in creative and innovative ways. There was also a need for national broadcast forums in the context of rapidly changing technology, convergence and analogue versus digital and their implications for broadcasting.

The readiness of infrastructure was still a challenge for a developing technological environment and this had to be taken into account, especially if community broadcasters were to utilise new technologies more effectively. Whilst these things were improving, they still remained challenges for Africa when compared with the rest of the world.

Ms Sharmini Boyle remarked that Sri Lanka had experienced more than 20 years of violence and that young people in the country had never really known peace. In this environment Young Asia Television had been trying to serve as a bridge between the different communities, promoting harmony in a civil society which had become fractured and divided.

The mainstream media and increasing media platforms had a positive role to play but had unfortunately been doing just the opposite, by segmenting communities and reflecting differences. There were more channels but not more viewpoints. War had reduced freedom of expression and journalists feared a political backlash. Censorship, though not official, was real and the public themselves were not comfortable to air their views in an environment of intolerance. In this environment however, the Internet allowed a way for

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young people to express themselves. Young Asia Television thus planned to reach new audiences via the increased use of broadband.

The diaspora, in the form of Tamils and Singhalese living abroad, were active in cyberspace; however their postings tended to be centred on nationalistic principles with the extremists promoting their separatist ideals, and often attacking each other bitterly online. Similarly the print media was failing to support peace.

In Ms Boyle's view the media would not be able to play a constructive role in peace building as long as the present conflict remained unresolved. To date the media had been abused to increase conflict and hatred but in a positive sense this demonstrated that the media did have the potential to be an equally powerful force for good and to make a difference, which was, Ms Boyle said, what Young Asia Television was trying to do.

Mr Mike Daka related how, in 2002, he had given up his secure job and regular income, had sold his family house and given up his position as a trainer to go back and contribute something to his rural home community 600km from the Zambian capital. This he had done by setting up Breeze FM.

He described his station as having a reach of a radius of 120km extending into Malawi and Mozambique with resulting audience coverage in three countries. He noted that luckily the people in these three countries spoke the same language.

According to Mr Daka Breeze FM had de-mystified radio by being close and visible to the community and had given a voice to people who had previously been completely marginalised. Now they could get information from development oriented programmes with emphasis on agriculture, health and HIV/AIDS. Mr Daka gave an example of how education through radio had helped farmers by making them aware of the real value of their crops which they had previously been selling at uneconomically low prices. With Breeze FM acting as a forum for both parties the farmers had subsequently been able to negotiate fairer prices with the multinational companies who were buyers of their produce.

The Breeze FM audience comprised six tribal groups and one long established Asian group. The groups having been surveyed and their needs determined, Breeze FM had started broadcasting to them in six languages. This strategy, although contrary to government policy, had worked 'wonderfully well'. National music was aired but the music and culture of each group was also represented. On each of the groups' national days their own special music was played.

The policies of Breeze FM had clearly served to reduce cultural stresses. On the negative side however the government, having becoming aware of a strong channel of communication which was out of its direct control, had obstructed the issue of licenses for the station's expansion. Additionally a weak advertising culture meant that there was limited scope for independent revenue generation.

"We have an open door policy to listeners who call on us when they visit from their villages," said Mr Daka. "Now they say: 'Thank you for bringing us this...It's ours!'"

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Mr James Deane considered that the public sphere was talked about for many reasons.... for economic empowerment and growth; for education, for information, for knowledge, for democracy and so on.

Referring to Mike Daka's project in Zambia, Mr Deane said that what Mike had done was to open a public sphere in a place that did not previously have one. He had made the place more democratic, had created a source of information which was a focal point for culture and diversity and a forum for public debate.

The public sphere went beyond simple freedom of expression by providing spaces for public debate, spaces where a variety of voices could be heard and which could involve large numbers of people, but this raised the questions, "How are we doing?" and "Where are we getting to?".

Mr Deane said that, on the positive side, there was Ghana where an extraordinary explosion of commercial stations was now guaranteeing and underpinning freedom of expression and monitoring free and fair elections. There was Uganda where there were now 300 radio stations with a blossoming of public debate as a result. There was Nepal where the diversity of media had played a central role in guaranteeing a peaceful transition from monarchical dictatorship to the present democratic dispensation.

On the negative side there was Sri Lanka where there were a much more difficult set of situations with media split along factional grounds, or Rwanda where a strangely liberalised media was actually a force for division in the midst of a catastrophic ethnic conflict.

Some web technologies might filter and separate and group like minded persons based on specific issues, giving them the news they wanted to hear. However what was needed was for people to experience opposing perspectives and sometimes to hear news that they didn't want to hear.

Through Breeze FM Mike Daka had democratised his community and provided a forum for a wide audience. However from a variety of countries there were negative as well as positive examples.

Mr Deane concluded on a cautionary note by suggesting that although there was extraordinary potential in the public sphere it was necessary to be careful, to be realistic, to question what research had been done into the issues and to determine how much the trends were understood.

Forum, Questions and Answers

Dr Fust commented that the stories related were principally person centred. He asked, "What about institutions? Are they more or less risky for social cohesion? Who says to people or institutions what is wrong and what is right?" He suggested that Mike Daka may have a view since he went out to get feedback from listeners.

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Mr Daka said there still had to be a balance according to resources. Though many of the programmes were fairly ambitious there were distances and resources involved in visiting villages. With crews visiting different villages every week, rugged vehicles were needed to take them there: Regarding what was wrong and what was right he said that he had guidelines but that the institution should be more important than the individual. One problem was how to strengthen the institutions to outlive the founding personalities. From his own point of view he tried to be 'mostly invisible'. He explained that training was carried out in Malawi and Mozambique to support their activities. Mr Daka said the station encouraged feedback and listeners could challenge the broadcaster. In another respect feedback could transform debate. To illustrate this he quoted an example where a listener had phoned in to successfully refute a minister's claim that certain repair works in a village had been completed.

Dr Fust commented that there could be a public sphere without a public service and he asked how quality control could be applied to ensure that media was really providing a public service.

Dr Aida responded that any society which was open and where citizens could interact and allowed the public to debate publicly constituted public space. The public sphere had evolved in Zambia where it had come about as part of a liberalisation which touched the media and notably this was within a context where societies had been denied interaction. She said that how it was judged was another thing. Possible yardsticks could be level of tolerance, openness of government, tolerance of government etc. Naturally if governments found themselves criticised a great deal they would look to regulation. However she suggested that ideally there should not be any set standards for regulation. Certainly there were public service broadcasters in Africa who did not necessarily constitute public space. It was private stations that were doing this, so they also had a public service commitment.

Dr Fust suggested that public space would normally take place within the country or the region but that was not the case in Sri Lanka where the diaspora, though sometimes far away, now had more power to influence what was happening within the country. He asked how this 'disrupted public sphere' might be addressed.

Ms Boyle agreed that the public sphere did provide space for them to engage with what was going on in the country and to argue out their differences in a way not possible 20 years ago. However, though there was more space than 20 years ago, as the conflict worsened there was less opportunity for statements in the public sphere. From this it could be seen that there were limitations to what could be done in that arena.

Ms Lau Joon Nie of Channel NewsAsia said that it seemed that the public sphere existed according to the magnanimity of the relevant government. In Thailand for example the press was deregulated but electronic media was repressed. She had been surprised on a visit to Pakistan to experience late night media discussions which were very open. However it had been proved that this could all be shut down overnight. Another example was Myanmar where a news editor had to submit his copy two days in advance of publication, meaning that the news was no longer current.

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Mr Deane revealed that a recent survey by the BBC across 14 countries had asked whether respondents would accept the sacrifice of freedom of expression for social harmony. A surprisingly high number of 40 percent had said 'yes' So the media had to demonstrate the value of freedom of expression to the public since it underpinned sustainable societies. However the issue of trust was central to these arguments. There were people who thought that multiple media players would be the death of mass media but he believed the complete opposite to be the case since there was a need for trusted reference points. This then was the challenge faced by national broadcasters.

Dr Fust queried whether this suggested that from a media point of view the public sphere was just functioning like a market in which virtues, values and rules play a role. He asked: "Who defines the public interest?"

Mr Deane responded that there was extraordinarily little research into this subject but that one group who should definitely not define the public interest were governments.

Katy Walnock of GKP London said that some research had been done in radio. Most evaluation was however limited to the concerns of funded projects where narrow areas of impact were being researched. More focus was required on the needs of the audience.

Mr Daka said most people did not have media backgrounds. He suggested that independent evaluations were of greatest value as audiences would often tell the broadcaster what it wanted to hear. He gave an example of a government that had been liberal until winning an election after which it attempted to control the media.

Mr Javed Jabbar from Pakistan said that, without wishing to go deep into the bitterness of history, it appeared to be an implosion rather than explosion in the sense that many of the boundaries in Africa and Asia were the handiwork of colonialism. It might be a question of history coming home to roost rather than an issue of media. Pakistan, he said, had had functioning democracy over many years whilst some countries were driven by violence. How did this happen?

Mr Daka agreed that it was true that historic demarcation of borders was anomalous and some people found themselves, in their homes, cooking in one country and sleeping in another. They did not recognise differences as much as governments did and as a community broadcaster one did not recognise boundaries. Notably, however, national broadcasters were often urban biased, raising a question as to who served those in outlying areas.

Dr Aida asked how 'hangover' had affected structures. When African countries used the media to get rid of colonialists nobody said anything and the incoming governments took on that persona. She thought that now sub-regional institutions would have to become involved.

Ms Boyle suggested that having the trappings of democracy did not mean that true democratic processes were in place. For example over the years since independence only three or four families had ruled Sri Lanka.

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Mr Deane agreed that there was not enough historical analysis and countries needed to get better at doing this. It had taken years in Europe to divorce government of the people from monarchy. He believed that the character of media did in large part determine the character of a democracy and it staggered him that there was not more study of the role of media in development.

Dr Fust agreed with the comments regarding research which was something that had been lacking and was worthy of attention. He concluded by noting that there were certainly more questions than answers which would perhaps make it easier to set the agenda for the next meeting of the World Electronic Media Forum.

SESSION 8: POLITICS, MEDIA AND AGENDA SETTING

This session examined the links between politics and media and their respective roles in setting international and national agendas.

Speakers provided perspectives and reported on trends and changes being observed around the world and responded to questions like: Are politicians setting the media agenda, or is media setting the political agenda? To what extent might media be playing an independent role in the formation of the political agenda? Is mainstream media addicted to politics and too close to those in power? Is new media more in touch with grassroots? Is community media affecting political decisions and, if so, how?

Session 8 was chaired by **Mr Javed Jabbar**, former Minister of Information, Pakistan, and the panel, in order of speaking were:-

Ms Katherine Farnon, Head of Strategy, Radio Netherlands Worldwide for Mr Jan Hoek, CEO, Radio Netherlands Worldwide

Dr Chandra Muzaffar, President, International Movement for a Just World (JUST), Malaysia

Dr Hasan Khojasteh, Vice-President for Radio, Islamic Republic of Iran Broadcasting, and Vice President, Asia Pacific Broadcasting Union (ABU)

The session chairman **Mr Javed Jabbar** introduced the panel and apologised for the absence of scheduled speaker Mr B S Lalli who had been unable to attend. Reviewing the session title Mr Jabbar said that the word 'politics' was often seen in negative terms but there were good politics and there were bad politics just as there were good media and bad media. It should not therefore be considered that politics was on one side and media the other.

Mr Jabbar said that sometimes a single man, whether elected or unelected, may shape the media for his country. Even in democracies small groups could grab control. Even in democracies a single man or group could seize a nation's agenda. Politicians were only elected representatives. He suggested that we replace the word 'politician' with 'elected representative' which would have the effect of shifting the onus of responsibility on to the people who elect the politicians.

"No single sector" said Mr Jabbar, "can say that 'we don't want to be regulated by anyone else'."

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Ms Katherine Farnon apologised for the absence of Radio Netherlands CEO, Mr Jan Hoek, who had pressing matters elsewhere. The core of her presentation was a video slide show presentation on the role of media in the political arena.

In its 60th year Radio Netherlands was looking both forward and sideways. Debates had been organised in Eastern Europe, the Caribbean, Latin America and Africa and what came out of these was a recurring theme of 'trust,' indicating a delicate balance between politicians, journalists and the public.

No two countries were at the same stage of development and in some governments had maintained an iron grip on both broadcasting and telecommunications. An interesting and contrasting model was Benin where the government had separated the regulation of FM licences from the regulation of content. A code of ethics was hung in every station and any breach, for example the airing of material which might incite racial hatred, was open to punishment by suspension of licence.

Community media had played a major role in reducing corruption where, for example, election fraud had been much reduced following the placing of reporters with mobile phones at polling stations to relay results live.

Community stations doing deals with mobile phone operators had reduced the dependency on government, external and commercial funding, and the World Bank had observed economic growth of up to 7 percent in some countries where community radio and mobile phones had been adopted.

The relations between government and media were found to be most polarised in Latin America and some governments had sought to close down private networks in favour of strongly government-controlled media. Governments in this region were often found to associate the private media with the opposition. Archaic laws were being used to restrict sponsorship or advertising so the private stations were kept short of funds. In Brazil and Argentina however there was a move to set up more of a public media model. However, with new media appearing in cafes and public areas, there was a need for new legislation which was relevant to this century.

It had become clear that it was not possible to simply transplant US and European media models. Even the UK model, as exemplified by the highly centralised BBC, could not be scaled to work in the more distributed media environment existing in the Netherlands.

Legislators needed to take account of new media platforms. Where governments banned reporting on opposition parties, activists had devised clever ways to use new media to fight back.

In Eastern Europe and parts of Africa there was resurgence in the number of countries hoping to re-establish some form of public media which would be editorially independent of government. However, one problem was that unless the public could observe their input being used by the politicians there would be a loss of faith in both government and politicians, leaving societies wide open to extremist view spread through new media such as SMS and the Internet.

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In one country the ruling party had used control over a mobile phone company to broadcast a campaign message to all the company's mobile subscribers. Although this loophole had been subsequently closed the incident indicated a potential danger for media as a whole.

Miss Farnon ended with a request to academic institutions to carry out more research and to pay closer attention to the role that community radio was playing in society. Concentration on national networks in some areas had underplayed the role that community stations played in sustaining local languages. As mass storage became cheaper the potential existed for storage of community programmes so that they could be used in other contexts in the future. "The academic community," said Ms Farnon, "has yet to understand the extent to which community media are building sustainable conversations in society."

Ms Farnon also highlighted an initiative by Radio Netherlands Worldwide to build a bridge between Christians and Muslims.

Dr Chandra Muzaffar commenced his presentation by asking whether politicians set global agendas or the national agenda for their respective countries or if media practitioners set global or national agendas. He suggested that neither politicians nor media practitioners, on their own, set these agendas. The basic thesis of his presentation was to suggest that it was elites who set global and national agendas.

Dr Chandra described elites as those individuals or groups who had more power, influence and authority than others in society. Thus a politician or a media practitioner may or may not be part of the elite.

Maintaining that the elite stratum was the one most important factor in setting agendas, Dr Chandra offered a view in which 'global capitalism' had become a dominant ideology throughout the world and thus had implications for all of us. It was an ideology promoting 'freedom'; however, said Dr Chandra, "*The freedom that counts, as far as this ideology is concerned, is the freedom to consume.*"

Maintaining that societies were shaped around this ideology and that that some of the greatest tragedies that confront us were linked in one way or another with it, Dr Chandra maintained that the mainstream media would never make the connection. The media would instead focus upon some of the manifestations of the tragedies; refusing to make the link which might threaten the interests of the elite stratum.

In Dr Chandra's view contemporary wars were also linked to this ideology, motivated by greed, a desire to dominate or manipulate markets, and the conquest of resources leading very often to the conquest of other territories. The media however would rarely deal with the underlying causes and this suggested a conspiracy between political power and media.

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“This is not a criticism of some of the very fine women and men who are part of the media,” said Dr Chandra. *“It is a criticism of a power structure – a power structure that allows elite dominance and control.”* He observed that the media was very often silent in the face of this, although, once in a while, there were media reports which exposed certain injustices. This was good, although, by themselves, they were not going to transform global or national agendas. In Dr Chandra’s view small differences might be made here and there and though worthwhile, the media must be humble enough to admit that these were unlikely to change agendas.

Dr Chandra was unsure whether better things could be hoped for from new technologies and whether they might offer the dreamed-of agenda changes which would be the product of politics, of economics, of culture, of individuals, working together. It would be a massive transformation which would take time, but which at the end of the day would lead to a different world.

On an optimistic note Dr Chandra concluded by saying, “I think today, in the 21st century, in spite of all the tragedies around us, we in the media and those who are in politics, and those who have been both in politics and the media...should continue to dream of a better, more just, more compassionate world.”

Dr Hassan Khojasteh observed that hitherto in the forum there had been only practical and operational discussions and he expressed gratitude to the organisers for arranging a theoretical discussion. Practical discussions talked about ‘How is it?’ which related to ‘effect’ whilst theoretical discussion talked about ‘Why is it?’ which related to ‘cause’. It was necessary to study both the ‘why’ and the ‘how’ of the issues.

Discussing the linkage between international media and international politics Dr Khojasteh first described ‘agenda setting’ as a concept that mass media had a significant influence on the audience by their choice of stories and the prominence and space given to them. Agenda setting tended to be based on media, public and political priorities, in that order, with potential for distortion of truth.

Dr Khojasteh described ‘geomedia’ as the use of media as a source of ‘soft power’ for countries to influence or put pressure on others. It was an exploitation of media in an attempt to adjust the strategic behaviours of others according to a particular agenda. In that connection he went on to describe IRIB research which indicated how foreign broadcasters had misrepresented issues in Iran. The issues were Iran’s 9th presidential election and women’s issues as reported on radio by the BBC, VOA and Radio Farda.

According to statistics from a sample of 1,497 news broadcasts by the three overseas channels on Iran’s ninth presidential election the process was negatively represented in 59 percent of reports. Regarding programmes on the status of women in Iran, out of a sample of 423 news items only about 1.6 percent of the reports contained reference to improvements in the status of Iranian women since the Islamic Revolution. That meant that over 98 percent of the reports focused on negative aspects. In contrast Dr Khojasteh pointed out that, for example, more than two million students in universities in Iran were girls and that in his own Mass Media class seven out of the eight students were girls.

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In conclusion Dr Khojasteh said that theoretical and practical studies confirmed the power of the media to create agendas and to replace its priorities with public priorities. But, importantly, he questioned who determined these priorities and in turn imposed them upon the public as an agenda. He referred to the effect as 'geomedia politics' in which politicians with hidden agendas effectively converted their political priorities into the public agenda.

Forum, Questions and Answers

Dr Chandra was requested to expand on his concept of elitism. According to the questioner there was elitism not only at national but also at regional, cultural and international levels, even elitism in the press. Sometimes it was tied in with capitalism and other times not. Dr Chandra was asked for his views on the conflict between those who wished to make money and those who were just promoting elite standards.

Dr Chandra replied that any media wanted to be popular and wanted to make money. Those which were populist might serve the interests of the few. Advertisements were a case in point as they often favoured a wealthy minority, for example those who could afford time and money for costly facials, make-up etc. By this exposure however the media concerned would hope to influence the broader population and to change their tastes and interests in favour of such services and products. As another example, in the case of the Iraq war millions of people were clearly against conflict but elite interests wanted it and they got it. The media was used to misrepresent the purpose of the war and failed to tell the world that it was really all about oil although, through the alternative media, many people knew it.

Mr Javed Jabbar commented that a disproportionate proportion of English language 'geomedia' were often parroted by others, carrying messages as well as formats.

Dr Khojasteh said that sometimes elected representatives became politicians with power which could corrupt and create other agendas. Elites without power could not do anything but elitism plus power brought about the ability to set agendas. Additionally he asked whether Dr Chandra equated politicians with elites. There were three views of the media. Firstly the 'liberal optimistic' vision which viewed the media as being satisfactory, secondly the 'critical' vision which viewed the media with suspicion, thirdly the 'developing countries' vision which was concerned that raw information from the South was taken to be packaged in and thus influenced by the North before being sent back for consumption by the South.

Ms Katherine Farnon commented that, from the Dutch perspective, there was an intricate web of different factors which was currently the problem. Audiences were changing and driving the media. In Holland the most popular populist newspaper reached 80 percent of the population but elitist papers had the smallest circulations. On agenda-setting Ms Farnon commented that bringing in high profile personality Oprah Winfrey in support of presidential candidate Barack Obama had created a fascinating situation.

Dr Khojasteh noted that internationally there were only about 15 agencies providing all the international news and only a few companies making all entertainment programmes.

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Radio and television stations were merely a channel for broadcast not for producing content. Because we were inside the mass media we could not perceive this situation.

Dr Chandra responded that a political leader may or may not be a part of the elite. The ability to command power was an essential part of being an elite and this power might exceed that of those elected. Military, corporate or media people might be elites and they could have different interests within a country. Elite interests might agree or might be in opposition.

Concerning imbalance of news flows Dr Chandra highlighted the way the 1984 tsunami was reported. Certain Western media highlighted Western fatalities, as opposed to the greater number of fatalities amongst the local population. Similarly the massive loss of life in floods in Bangladesh, he thought, would have been much differently treated had the name numbers been lost in a Western country. In Iraq the limited number of coalition casualties tended to be given high priority over the much larger number of local casualties. Dr Chandra pointed however that it was significant that often that those studying these neglected human beings and statistics and campaigning for rights were from the West.

Dr Chandra expressed his preference for the term 'elites' because they were everywhere, not just in the West. There was a need to move away from the very simplistic and false dichotomies of 'East and West' and 'North and South'. The Iraq war against all the opposition could not have taken place without the collaboration of powerful elites in both the West and the East.

A representative of Bhutan Broadcasting Service, having noted that neither the media nor politicians may be setting agendas, commented that it appeared that even the powerful so called free media might be subverting agendas in collaboration with the elites. She would have liked to have addressed this to the BBC or VOA but in their absence directed the question to Ms Katherine Farnon Referring to the view that consumption is king the questioner commented that Bhutan had been trying to break out of the materialistic philosophy with its index of Gross National Happiness. This might have initially been laughed at but now people were sitting up and paying attention to it. It was a practical and 'do-able' philosophy based upon four pillars of GNH these being equitable socio-economic development; culture, environment and good governance.

Ms Farnon responded that, to put things into perspective Radio Netherlands was much smaller than the BBC or VOA but 10 or 11 years previously had decided on a different philosophy of sharing and collaboration, training, and production with overseas audiences in Latin America, Africa and parts of Asia rather than simply broadcasting to them in the traditional way. She said that, from Radio Netherlands' perspective, this was the way to go.

Dr Chandra suggested that the way out of the dilemma of contradictions in the relationship between power, media and politicians was for both politicians and media practitioners to agree on some basic ethical standards. If politicians would decide to be honest, stay away from corruption and maintain a rapport with their constituents a better world could be created. Media practitioners should also not be hypocritical and should be

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honest responsible and accountable. A difficulty in this was that both politicians and media professionals were part of larger structures which influenced their work.

Dr Chandra expressed great interest in the questioner's reference to Bhutan's index of Gross National Happiness noting that a speaker at another conference had related that surveys in Britain over 60 years had shown that despite their material benefits and wealth most people felt that they were less happy today. He suggested that Bhutan had presented a challenge from which everyone might learn.

Mr Javed Jabbar, summing up, said that accountability for politicians elected or unelected was ultimately to the people. Accountability for media was much more complicated though states had tried to address it. In his view there had to be some state role. He asked whether we could learn from several examples: from the 'extreme and hopefully never to be replicated example of what radio did in Rwanda' or from Pakistan where as a result of a phenomenal expansion of media a serving chief of army staff was subjected every day to extreme and relentless criticism from the illegal radio stations which had operated on the borders of Pakistan and Afghanistan inciting extremism and violence until they were shut down. Finally, the example of talk radio in the United States, where content regulation was frowned upon, but where there were examples of the medium being used to divide and to incite.

Referring to the WSIS Broadcasters Declaration Mr Jabbar regretted that in the text of the document there was no mention of the key word 'responsibility', a word which media people often treated as a term of abuse, associating it with a means by which states or elites might curb media freedom of expression. He quoted a recent survey of 14 countries which indicated that 40 percent of people would choose social harmony over freedom of expression. He maintained that responsibly did not mean curbing or eroding freedom of expression but that it meant being simply more respectful and sensitive to the holistic nature of society. Media needed to be much more self critical than they were currently willing to be. The tabloid media in particular were almost completely without any form of self criticism. Politicians, suggested Mr Jabbar, could be arrested or 'booted out' but how often, because of the lack of mechanisms, did that happen in the media scene? Perhaps social regulation might be the way forward.

He said that as a member of the International Union for the Conservation of Nature [IUCN], he was delighted at the references to moving away from excessive consumption to which corporate media seemed addicted and hopefully preserving the beautiful and unique planet we lived upon.

CLOSING SESSION: WEMF3 REPORTS AND RECOMMENDATIONS

Mr David Astley, Secretary General of the Asia Pacific Broadcasting Union (ABU), opened the final session at which all the session chairmen from Session 2 to Session 8 were invited to summarise the outcomes of their sessions and, where necessary, to present the recommendations of their panels which would be carried forward to WEMF4 in Latin America in 2009. The chairman for session 6, Dr Abdul Waheed Khan, could not be present due to a commitment at GK3.

Dr Indrajit Banerjee, Chairman of Session 2 was asked to present the first summary.

Dr Indrajit Banerjee (Session 2: The new challenges in broadcasting – Technology, content & regulation): This session was essentially devoted to challenges faced by broadcasters around the world. The specific focus however was on new media, including the Internet and digital media platforms. Key messages and recommendations from this session were summarised as follows:

1. Traditional forms of broadcasting are facing serious challenges from new media such as the Internet and digital media delivery systems. These challenges also come from both within the broadcasting industry via new formats such as DMB, DVB, etc., as well as from the telecommunications industry which is increasingly dominating service delivery.
2. New media, especially social media, are fundamentally altering ways in which content is produced and distributed. Social media differ from broadcast media in three levels: content, tools and marketing strategies.
3. New media, although they pose challenges to traditional forms of broadcasting, also offer great new opportunities to broadcasting. Broadcasters should thus strive to embrace and harness the new media and new technological platforms to benefit fully from all the new opportunities they provide through increasing flexibility of media consumption, interactivity, participating communication and access.
4. In this changing media landscape, driven by market forces, it is critical to support and strengthen public service broadcasting and community media, which play a crucial role in informing, educating and empowering citizens.
5. Broadcasters must maintain their core values and principles in spite of even the most significant technological changes. It is possible to hold on to core values of good journalism such as accuracy, objectivity ethical reporting and, as Javed Jabbar mentioned, accountability in spite of embracing the new media technology.

Mr David Astley thanked Dr Indrajit Banerjee for his succinct summary. Since the chairman of the third session “Preserving of Archives”, Mr Edwin van Huis, was unavailable, Ms Sue Malden presented his report and the recommendations from that session.

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Ms Sue Malden (Session 3: Lost to the world?): I am here to present the findings and the recommendation to take forward to 2009. We would like to say in summary that a tremendous amount of progress has been made in terms of promoting and getting more support for the whole understanding of the threats that are facing our archives. As a group we were talking in preparation for this and thought, if we thought back to two years ago, we wouldn't have believed that we would have been able to get the kind of audiences that we have recently – the number of venues and events of the broadcasting world that we've been invited to, to talk and explain about archives.

So we feel a lot has been achieved but I fear as David Astley pointed out yesterday, there's still a huge amount that needs to be done and there are still many archives in a considerable state of threat and very serious danger around the world. Again I would like to thank everyone for their support; we've had nearly 50 names offering support and help to the archives. We will be in touch with everyone to find out just how and what you can offer to help this 'Archives at Risk' project. So, from Session 3, 'Lost to the world: Saving the world's audiovisual memories', we have a range of recommendations:

First of all, to reiterate, **bearing in mind the critical situation of the world's audiovisual archives, the WEMF encourages the Archives at Risk task force to continue and complete its plans for Phase One which include a website intended to sensitise the world to the archive situation and provide help and guidance for archive preservation and management.**

Secondly **the WEMF and WBU encourage broadcasters throughout the world to cooperate with the task force and provide material and information for the website. The WBU in particular is asked to provide a statement of support.** We want to stress this very much because broadcasters really are the people who create and own the vast majority of our audio visual heritage throughout the world and therefore have a key role to play both in preserving their own nation's heritage and audiovisual culture as well as a contribution to international national archives.

Thirdly **the WEMF strongly encourages industry partners and institutions to sponsor and support archive preservation projects via the Archives at Risk initiative.** Implicit in the whole issue with archives is that we need not only that people understand their value and what needs to be done but they help us to find the technical wherewithal of how to do it and the means of funding that.

And lastly **we recommend that the WEMF supports and encourages the proposal by the Archives at Risk task force for:**

- 1. Draft amendments to the UNESCO recommendation for audiovisual archives.**
 - 2. The preparation of a draft UNESCO manifesto for audiovisual archives and this should be prepared within the next three months.** The intention of this is to give support for archives that are broader than those owned by and created by the broadcasters and also to give international support for the project.
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CLOSING SESSION

Mr David Astley thanked Ms Sue Malden and reminded the assembly that WEMF did not have any formal structure whereby delegates could vote on such recommendations. He suggested however that, provided there were no objections from amongst the delegates, any recommendations from the conference sessions could be taken forward by including them in the official report. He asked whether there were any objections to the recommendations being treated as such and, there being none, he went on to introduce the chairman of session 4, Mr Rodney Pinder, to report on the “Safety of Journalists” and to introduce his panel’s recommendations.

Mr Rodney Pinder (Session 4: The Safety of Journalists - Protecting the Truth-Tellers): Unfortunately since WEMF 2 things have only got worse on this question. Record numbers of journalists are being killed every year, and this year is the worst ever. Particularly notable is that this is Human Rights Year and freedom of expression is of course an important component of human rights and there can be no freedom of expression where journalists are being killed.

Our session expressed concern on the rising deaths despite critical resolutions at the United Nations. We presented Kofi Annan with a draft resolution on the safety of journalists at WEMF 2 and this was passed unanimously by the Security Council last December. I have drawn up some recommendations with which I think seek to reinforce these resolutions and hopefully by the next WEMF something concrete might have resulted in order to halt the spiral of journalist murders in pursuit of their job. So we recommend that:

WEMF 2 resulted in the passed agenda in December 2006 of UN Security Council Resolution 1738 on the safety of journalists in conflict. Since then the numbers of news media personnel killed have continued to rise.

Bearing in mind the importance of freedom of expression to human rights the WEMF 3 calls upon the UN Secretary General to appoint a special rapporteur for violent attacks on the news media in peace and war and to report to the Secretary General annually on progress in nations adhering to the terms of the resolution. Additionally, we propose that WEMF3 call upon the states to implement Resolution 1738 in letter and in spirit to end the impunity for those who kill journalists and other news professionals, to investigate incidents of violence against the news media and to bring the perpetrators to justice.

Mr David Astley thanked Mr Rodney Pinder and suggested that all present during session 4 would agree that the statement reflected the spirit of discussion during that session. There being no objections from any of the delegates he advised that the recommendation would be taken forward in the report as a recommendation of WEMF3. Following this he called upon the chairman for session 5, “Bridging the Accessibility Divide,” Dr Riyadh Najm, Chairman of the WBU Technical Committee, to summarise the outcome of that session.

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Dr Riyadh Najm (Session 5: Bridging the Accessibility Divide): I am going to summarise what happened this morning in the 5th session. In terms of recommendations we'd like to put forward, the first one is:

1. **We call upon ICT regulators around the world to consider having wireless Internet access free, initially in main cities, as a public service.** This is to mimic some of the similarities of the broadcasting model which we know was successful.

Our second recommendation is:

2. **That developed countries are asked to participate financially in funding affordable laptop projects for use in the developing world.**

Our third recommendation is:

3. **That broadcasters around the world are called upon to use innovations and technology to serve the consumers of their services that have special needs.** This includes the blind, the deaf and the elderly as major groups with special needs.

Our fourth recommendation is:

4. **That research and development around the world to serve those with special needs in broadcasting should be made in collaboration to produce effective results and avoid duplication.** We saw this morning that similar projects are taking place in different parts of the world and if they are done in a collaborative manner, this will be more effective and useful to all.

David Astley thanked Dr Riyadh Najm and noted that the WBU Technical Committee would be meeting the next day in Kuala Lumpur. The committee proposed to discuss how some of the recommendations could be implemented over the next few years. There being no objections to the recommendations, he said that they would be incorporated in the WEMF3 report.

Session 6 on the "Explosion and Fracturing of the Public Sphere" had been chaired by Dr Walter Fust who was invited to present his summary of that session.

Dr Walter Fust (Session 7: Explosion and Fracturing of Public Sphere): The session showed that there are more questions than answers on the topic. Good examples were presented and important experiences shared but these served to raise new questions. An important question is whether the public sphere is exploding or imploding. Is the public sphere a sphere to develop a common good? Or is it just a market ground with or without tools? The session also discussed content provision in the respective cultural contexts and showed how diversity can or should be managed. But it was also shown that the more successful certain content provisions are, the bigger the appetite for more control and influence that can arise from governments.

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Another question put forward is whether a public sphere is a sphere to produce public good or a common good. What then is the code of conduct for the players? Who is the arbiter when it comes to the public service? Is the public service well delivered or is it not delivered in a balanced way? The session looked at the issue of rules for public service, and what the limitations and potential are. ICT and interactivity are producing a “many to many” type of social media broadcasting. There are two clear issues: broadcasters should be trusted common reference points, and the role of media in and for development needs to be further analysed and studied, since it is highly under-evaluated at present.

Mr David Astley thanked Dr Walter Fust and agreed that session 6 probably raised more questions than answers. He pointed out that Mr David Baylor from WBU and Mr Cesar Gerbasi from OTI would be involved in setting the agenda for WEMF 4 and would look at how those these questions could be addressed in the agenda.

The final session, “Politics, Media and Agenda Setting”, had been chaired by Mr Javed Jabbar, who was invited to make concluding remarks.

Javed Jabbar (Session 8: Politics, Media and Agenda Setting) The discussion is fresh in your minds but what comes out is the remarkable, symbiotic relationship between politics and media. Both are about power – how power is obtained, how power is sustained, used, manipulated. That’s not a recommendation, just an observation.

But perhaps what also came out of the discussion is the need for political leaders to be truly educated. And I say this not in a condescending or patronising way. The sheer complexity and speed with which communications technology is revolving and the dimensions of its impact on public sphere for which the politicians are responsible needs tremendous capacity building at the level of individual parliamentarians, at the level of political parties who prepare manifestos, whether those are implemented or otherwise. So someone, somewhere, civil society, the media themselves, need to initiate a process of orienting - the word ‘educating’ has a patronising element to it - orienting political leadership to the complexity and the demands of new media in particular.

Second, the need to address the vacuum of social regulation of media, social regulation where media and government participate but do not become the decisive driving force. These are going to be a completely new concept, perhaps previously never developed or discovered, but we need to make that attempt.

A third thing that emerged was the need to support media development, especially community media, which came out so well in Katherine Farnon’s presentation, whether it is Africa, Asia, Europe, or even North America with its pluralism and demographic trends that are emerging. In North America over the next 30 to 40 years the whole population mix is going to shift requiring a capacity building of community media.

At the same time quality certification of media, which avoids tempering with media content but requires media to fulfil certain minimal criteria of managerial qualitative competence. And we have this admirable media foundation in Switzerland which is

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showing the way how media can be obliged, on a voluntary basis, to subscribe to minimal standards of quality and competence.

Last to an issue that didn't come up specifically here but the reference to elitism. Elitism maybe a word that detracts or repels some but it is really descriptive. How do you deal with elitism? Well one submission could be that the nature of media ownership has to be seen in a completely different perspective from the ownership of any other commercial enterprise. You can retain the profit motive and let the financial owners of media operate but there has to be the concept of social ownership of media. The people, the audiences of media are truly the owners of media.

And how do you translate that and make them either broad based in terms of public stock exchange share holdings? Whether you subscribe limits to the maximum extent to which any single person or commercial organisation can own not more than three or four percent, so that no single entity dominates media control or media policy. And lastly the need for codes for global media, over and above quality certification - some form of self-willed voluntary subscription to codes which they already have but in the light of geo-political developments and the concerns across the world of how global media are shaping discourse. These are broadly the issues that came up.

Mr David Astley thanked Mr Javed Jabbar for his thought provoking points for delegates to ponder as they went home. Having a little time available he asked whether any delegates might wish to make any important points before the forum came to a close.

Mr Istvan Bozsoki of the Telecommunication Development Bureau of the International Telecommunication Union briefed the conference on some of the bureau's activities, especially those relating to Sessions 2, 3 and 5. Following the first and second WEMF in Geneva and Tunis, the Telecommunications Development Conference of 2006 in Doha had decided on a range of development activities and action programmes for various telecommunications sectors in developing countries.

The broadcasting related programme was Programme 2. Within this programme the bureau was creating tools and training materials, providing assistance to members and helping in information sharing. The bureau was also providing support in converting archives for some countries from analogue to digital and regular expert assistance for the transition from analogue to digital broadcasting. It was providing training materials and software, and holding workshops and seminars. In the Asia-Pacific region it was working with the ABU and AIBD on this.

A big project was also being prepared for African countries. Depending on funding, the bureau wished to provide roadmaps for all African countries for the transfer from analogue to digital. It had a letter of intent with the EBU for cooperation in this development, and a letter of intent with the WBU was under preparation.

Mr David Astley thanked Mr Bozsoki for his input. **Mr David Baylor** of the WBU then expressed a "giant thank you" to the audience for their participation in the conference.

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From his perspective, he said, the engagement of the audience, and their astute comments and questions, had made this a very successful WEMF.

Mr Astley thanked the delegates for their time in attending the conference, and all chairpersons for the hard work they had put into preparing for their sessions. He expressed special thanks, through Dr Walter Fust, to the SDC and the GKP for their very generous support for the event, without which WEMF3 could not have been held in Asia, and many of the delegates from the least developed countries would not have been able to attend. He also thanked the ABU's local organising partners, Javad Mottaghi and his team at the AIBD and Indrajit Banerjee and his team at AMIC.

Reminding participants that their registration for WEMF3 entitled them to attend the GK3 seminars over the following two days, Mr Astley encouraged them to do so. He expressed the hope of seeing many of them at the next WEMF in Latin America in 2009.