

*Partnering Community
and Mainstream Media
for
UN Millennium
Development Goals*

Seminar/Consultation organised by
**Asian Media Information and Communication Centre
(AMIC)**

in collaboration with
**UNESCO and the Department of Mass Communication
of Rangsit University**

28th–29th April 2008
at Room 308,
Building 1 (Arthit Urairat Building),
Rangsit University,
Bangkok.



The Project and The Objectives of the Consultation

Since the beginning of the 1990s, the deregulation of the broadcast media across Asia has had a dramatic impact on the role of the media in the society. As state broadcasting services were either privatized or transformed into a corporate (commercial) entity, most broadcasters have found it difficult to maintain its public service functions. Thus, television and radio have transformed largely into an entertainment media.

The aim of this project is to identify and document content production models where public service and community-based broadcasting could be interlinked, and then develop a community-based partnership strategy with mainstream media to effectively promote the UN Millennium Development Goals (MDG) by bringing into the national public agenda the peoples' perspectives on achieving these goals.

Partnering community media with the mainstream Public Service Broadcasting (PSB) could help to deepen awareness of the real issues, and open avenues for increased public participation and free expression that may influence a new thinking among policy-makers in government, business, research institutions and development agencies.

This project's main aim is to help establish a structure for sustainable community-based contents production – mainly on audio - that could then be broadcast on mainstream media via PSBs.

A sourcebook for communicators will be published at the end of this research and consultation process, with a view to providing ideas and information to both PSB and community broadcasting contents producers to create cost-effective material on MDGs.

AMIC's Alternative Media Portal (to be launched in July 2008) will feature examples of material that our researchers have identified in different countries as good practices. We will also build on this database to provide an avenue of material exchange for broadcasters.

We would like to thank UNESCO's International Programme for the Development of Communications (IPDC) for funding this project, and the Department of Mass Communications at Rangsit University for offering us this venue for the consultation.

The United Nations Millennium Development Goals

- Goal 1: Eradicate Extreme Poverty and Hunger
- Goal 2 : Achieve Universal Primary Education
- Goal 3 : Promote Gender Equality and Empower Women
- Goal 4 : Reduce Child Mortality
- Goal 5 : Improve Maternal Health
- Goal 6 : Combat HIV/Aids, Malaria and Other Diseases
- Goal 7 : Ensure Environmental Sustainability
- Goal 8 : Develop a Global Partnership for Development

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Programme

Day 1: Monday 28th April

9.00 am	Opening Session <ul style="list-style-type: none">• Welcome Remarks by AMIC, UNESCO and Rangsit University• Opening Address by Mr. Omar Noman, Chief of Policies and Programmes and Head of the UNDP Regional Centre, Colombo.• Keynote Address by Mr Minar Pimple, Asia Deputy Director of the UN Millennium Campaign.	the finding of the 'Mainstreaming MDGs' project.
10.30 am	Tea / Coffee break	Chair: Dr Lucksana Klaikao
11.00 am	Session 2 – Research Findings: South Asia <p>Presentations by AMIC's researchers on the finding of the 'Mainstreaming MDGs' project.</p> Chair: Dr Kalinga Seneviratne (AMIC) <ul style="list-style-type: none">a) Dr Binod Aggrawal (India)b) Mr Vinaya Kasajoo (Nepal)c) Mr Sameera Tilakawardena (Sri Lanka)d) Mr Madmoodhur Rahman (Bangladesh)	a) Dr Sankaran Ramanathan (Malaysia) b) Dr Palphol Rodloytuk (Thailand) e) Ms Shita Laksmi (Indonesia) f) Ms Mayette Rivera (Philippines)
12.30 pm	Lunch break	3.00 pm Tea /Coffee break
1.30 pm	Session 3 – Research Findings: South East Asia <p>Presentations by AMIC's researchers on</p>	3.30 pm Session 4 – Public Broadcasters' Response <p>Presentations from public service broadcasters in response to research findings and the scope and barriers for mainstreaming MDGs.</p> Chair: Dr Binod Aggarwal <ul style="list-style-type: none">a) Ms Sadhana Rout - Deputy Director General All India Radiob) Associate Professor Dr. Nualnoi Trirat–Board member, Thailand Public Service Broadcasting (TPBS)c) Mr Md. Abdus Salam, Director (Administration), Bangladesh Televisiond) Ms Evelyn Agato, Station Manager, Radyo Pilipinas Overseas Service.
		7.00 pm Seminar Dinner at a riverside restaurant.

Day 2: Tuesday 29th April

9.00 am **Session 5 – Practitioners’ Presentations**

In this session some of the practitioners from Asia will showcase their productions on MDGs which was broadcast/ published on mainstream media

Chair: **Dr Cheewin Soonsatham**

a) Ms Johanna Son, Regional Director for Asia-Pacific, Inter Press Service—*How IPS Reports MDG Issues for the region such as the Asian Water Wire*

b) Mr Tan Jo Hann, Director, Komas Community Communication Centre (Malaysia)—*Using video to communicate MDGs*

c) Mr. Ghama Raj Luintel, Station Manager, Radio Sagarmatha (Nepal)—*mainstreaming community radio*

d) Mr Sunthorn Promratanapong, Director, Centre for Education Technology (Thailand)—*role of educational radio and television*

e) Mr Prabath Neranja, Web Designer, Kothmale Community Radio (Sri Lanka)—*Interface between ICTs and Radio: Using digital story telling to promote MDGs*

10.30 am Tea / Coffee

11.00 am **Session 6: Response from Development Agencies**

Presentations from development agencies on how they have funded programmes to promote MDGs and how the media could be incorporated into these schemes in the light of the research findings.

Chair: **Dr Ramanathan Sankaran**

a) Ms Susanne Ornager, Advisor for Communication and Information in Asia, UNESCO

b) Mr Vineet Joshi, South Asia Communications Coordinator, UN Millennium Campaign Office in Delhi, India

c) Ms Shantha Bloemen, Communications Specialist for East Asia and Pacific, UNICEF

12.30 pm Lunch

1.30 pm **Session 7: Round-Table Discussion—Identifying Best Methods to Help Promote Mainstreaming of MDGs in the Media**

This session will focus on identifying best methods/training programmes/ media networking, etc to assist the promotion of MDGs using community based information packaging and using of mainstream media to disseminate information to the community at large. We will break up into two groups focusing on radio and community based video and television. Each group will discuss on a round-table basis a media strategy to mainstream MDGs using their mode of communication, and prepare ideas to be adopted into the plan of action to be discussed and agreed upon in the next session. The moderators for each group are as follows:

Moderator Radio group:
Ms Sadhana Rout

Moderator Community based media:
Mr Vinaya Kasajoo

3.30 pm Tea / Coffee break

4.00 pm **Session 8: Drafting and Adoption of Plan of Action**

Chair: **Dr Kalinga Seneviratne**

Conclusion of seminar with the adoption of a plan of action to take the project forward in ‘mainstreaming MDGs in the media in Asia’. Project areas may be identified for development of specific project proposals for funding agencies.

Partnering Community and Mainstream Media for UN MDGs

Executive Summary of Country Reports

The Asian Media Information and Communication Centre (AMIC) conducted this research project under the auspices of a project titled “Partnering community and mainstream media for UN Millennium Development Goals” (MDG) funded by the International programme for the Development of Communications (IPDC) of UNESCO.

The project included a study of the nature and impact of community-based broadcasting and dissemination of local content messages addressing MDGs by community media and local public service broadcasting entities in Bangladesh, India, Indonesia, Malaysia, Nepal, Philippines, Sri Lanka and Thailand. The research was undertaken by in-country researchers under the guidance of AMIC’s Head of Research Dr Kalinga Seneviratne.

The researchers adopted a mainly ethnographic qualitative research methodology.

Bangladesh

(Researcher: Mahmoodhur Rahman)

In this study the researcher selected five NGOs which work in the areas covered by the MDGs as case studies to research how they interact with the media in disseminating news and information about their work and projects.

The NGOs selected were the Grameen Bank (GB), Bangladesh Rural Advancement Committee (BRAC), Narigrantha Prabantana (NP), Dushtha Shasthya Kendra (DSK) and Care Bangladesh.

According to the senior communications officer of BRAC Tasfiyah Jalil, they produce theatre programmes, interactive CDs, media releases and VCDs to promote various MDG issues. Some of this material gets published/broadcast on national newspapers or radio/television. NP’s media advocacy officer Mahmuda Khatun Sheuly also says that press conferences or media releases sometimes gets picked up by the print and broadcast media. GB’s senior public relation officer says that media’s coverage of leading members of the bank

and their activities acts as motivational factors for the poor to take part in micro-credit programmes run by the bank to alleviate poverty. Lately GB has also got wide coverage for their meeting and special events (*perhaps due to its founder Prof Mohamad Yunus winning the Nobel Peace prize*).

DSK has organised workshops for journalists of both print and electronic media to motivate them to cover issues dealing with their sanitation programmes for the poor. But its water and sanitation projects coordinator Laboni Shabnam says that they still face problems with the lack of coverage of their work by the media. Care Bangladesh meanwhile has targeted radio and television to get coverage of their different programmes.

According to the executive producer of private tv channel NTV, most of the video material provided by NGOs cannot be broadcast because of a lack of sponsor for such programmes. But, they sometimes broadcast special programmes to mark international days such as relating to women, environment or sanitation.

Public service broadcaster (PSB) Bangladesh Betar radio has a number of daily and weekly programmes which address issue such as womens development, primary education, agriculture, rural development and English learning.

Care’s outreach coordinator Jamil Ahmed argues that a big barrier for the two PSBs – Betar and Bangladesh TV – in broadcasting programmes addressing MDGs is their need to maintain complicated government regulations and rules. Thus they cannot respond to programmes prepared by NGOs. On the other hand the private broadcasters are too commercialised and find these programmes commercially not viable (for broadcast). However he says lately the broadcasters have begun to acknowledge that by building up partnerships with NGOs they could make development programmes comparatively less expensive.

BRAC’s Jalil agrees that NGOs could make programmes via community based media which are less expensive to make than what mainstream media could do. They have recently provided photos and video documentaries to different broadcast media and a number of satellite

channels have used them, while 2 newspapers published them.

The researcher argues that there needs to be a more coordinated approach to using the mainstream media to promote MDGs and recommends that strengthening coordination between community and mainstream media is essential to ensure greater dissemination of information to the public, while more budget allocations must be provided (within broadcasters) for this; NGOs need to prepare different types of broadcasting contents for mainstream media and there must be better interaction between programme coordinators and media people.

India

(Researcher Dr Binod Aggrawal)

The Indian study also focused on five case studies to provide an illustration of community media that have achieved national recognition and served the community meaningfully. The case studies presented are of:

1. Project in Radio Education for Adult Literacy (PREAL).
2. Kunjal Panchi Kutchji (Saras Crane of our Kutch), Gujarat State
3. Namma Dhvani (Our Voices)
4. Mandakini Ki Awaaz (Voice of Mandakini)
5. *Kelu Sakhi* (Listen, Friend)

The PREAL was carried out to impart literacy to women through “community radio”. It was conducted in the Hindi speaking states of Bihar, Madhya Pradesh, Rajasthan and Uttar Pradesh during 1990-91. It was a partnership effort between public service broadcasters, All India Radio (AIR) and the Directorate of Adult Education and Development and Educational Communication Unit, ISRO. PREAL used radio in community listening mode to promote literacy skills at Adult Women Education Centres, where around 30 women would get together to listen the literacy radio broadcast. The underlying premise was that 15-20 minutes of radio broadcast once a week (and its repeat broadcast as well as repetitive use in the non-broadcast mode) would reinforce learning among women and supplement teaching of literacy skills by instructors. The community radio broadcasts have acted as facilitators in improving the teaching and learning situations, but, PREAL continued for only 3 years and after the key personnel of the project were either transferred, resigned or withdrew the project collapsed.

One of the on-going half-hour weekly radio broadcast from AIR, Bhuj, Gujarat State has been reported and

discussed in many fora of community radio advocates, development media professionals and communication researchers. The weekly broadcast relates to the concerns, aspirations and creativity of the women folks. It also re-enforces a long lasting partnership between a non-government women’s organization- *Kutch Mahila Vikas Sangathan* (Kutch Women Development Organization), mainstream AIR and a number of non government organisations devoted to development communication, especially the United Nations Development Programme (UNDP) and Government of India. The community radio broadcast focuses on the participation of women in political processes, specially village level Panchayats (Council). Initially, this theme was explored through the character of Rami, the first women sarpanch (elected village council chairperson) of Ujjas village (governance knowledge centre). The broadcast language chosen was Kutchi (a dialect of Gujarati). Local community continue to be an integral part of programme production. For the programme content women provide inputs, through exchange of experiences and ideas and presentation format. Over a period of time, several professional and voluntary organizations got associated with Kutch Mahila Vikas Sangathan and made significant contribution in training radio reporters and programme producers. *Kunjali Panje Kutch ji* is a sponsored programme and supported by several external and government agencies. It has sustained for a long period of time due to continuous external support by national and international agencies, including industry. From time to time, due to lack of timely support, broadcast has been briefly suspended or postponed. Hence, it is difficult to predict its future.

Namma Dhvani “community cable radio” is a partnership effort of Budhikote community, MYRADA and VOICES. (both are non-government organizations). In March 2003, *Namma Dhvani* started two hours of radio broadcast through cable and since then the same is continuing. Earlier in 2002 *Namma Dhvani* programmes were broadcast on local cable network. *Namma Dhvani* is a community cable radio along with other programmes broadcast by AIR. As large as 60 self help groups in 35 villages in and around Budikote receive this broadcast. The listeners of the cable broadcast are mainly poor illiterate women, who have little access to information. Most women listen to the radio broadcast in groups. Poverty reduction through information, communication technology was the key phrase used in the role of *Namma Dhvani* way back in 2002. Since then, a number of other development issues have been added to the list including education, Panchayati Raj, transparency in governance, improved farming knowledge, employment and health. *Namma Dhvani* has been earning revenue through local radio

advertisements and it is expected that its growing popularity would augment its income, though it is difficult to say whether it will become self-sustaining.

Equal Access in collaboration with Asia Development Satellite Radio Service directly broadcast Mandakini Ki Awaaz (Voice of Mandakini) in selected villages having 38 satellite radio receivers. The radio broadcast is followed by group-discussion among listeners facilitated by specially trained village leaders. They highlight the vital issues raised in the radio broadcast. Voice of Mandakini has been reported as a “community radio”. Others have referred to it as community radio movement. The community radio production centre known as “Community Media Centre” is located in one of the villages known as Bhanaj. Since 2004, the duration and periodicity of broadcast is half hour twice a week. On Sunday the broadcast timing is at 2 p.m. and on Saturday it is 8 p.m. A number local cable television networks have started broadcasting these audio programmes to increase the outreach of Voice of Mandakini. It has been claimed that the radio broadcast has helped address specific information needs of rural audience and to some extent empowered them to develop ways to improve their lives through collective knowledge and discourse. Since November 2006, it has a fully functional production facility built and equipped with the IPDC-UNESCO support. So far Voice of Mandakini has been externally supported by the international donors like UNESCO and the NGOs who supported the project.

Kelu Sakhi (listen, friend) started its broadcast in November 2006. It is collaborative community radio broadcast project undertaken jointly by *IT for Change*, Bangalore, *Mahila Samakhya Karnataka* (a grassroots organisation setup by Government of India for the women’s empowerment), Commonwealth Educational Media Centre for Asia, New Delhi, which is a part of Commonwealth of Learning, Canada supported the project by way of facilitating capacity building and content generation of radio programme. *Kelu Sakhi* radio broadcast is meant to educate poor and illiterate rural women through information and knowledge. The listeners are members of Mahila Samakhya Karnataka (MSK) micro-credit rural groups in each village. Karnataka State Open University FM radio station Gyan Vani (The Voice of Knowledge) has the responsibility for the broadcast of bi-weekly half hour *Kelu Sakhi* for over a year by now. The programme has provided an opportunity to rural women to listen to their own voices on this radio broadcast, meant for education and entertainment. At present the weekly radio broadcast is tied with the weekly meetings of Mahila Samakhya members. Feedback acts as a trigger point on the topics discussed. It is difficult to say the extent to which *Kelu*

Sakhi is a sustainable project given high reliance on external support. The continuance of the broadcast depends upon the financial support of external agencies and NGOs involved in the capacity building, production and broadcast.

The report points out that with the Government of India now opening the doors for licensed independent community radio, this sector would play a pivotal role in the future in addressing and mainstreaming MDGs in the media.

Indonesia

(Researcher Shita Laksmi)

The researcher found it difficult to identify projects where community based media contents are disseminated via the mainstream media. Thus, a qualitative ethnographic research strategy was adopted where carefully selected NGO and media representatives were interviewed to assess the situation.

Through such interviews a number of projects have been documented in the report. One of which is a project implemented by the Institute for Ecosoc Rights in collaboration with one of the leading independent newspapers in the country the Kompas newspaper. This project focuses on migrant labourers, malnutrition and hunger, and urban poor.

Ecosoc began forming a network of civil society personalities and journalists in 2000 and started lobbying Kompas by meeting with people there and discussing the issues. After these meetings Kompas facilitated a focus group discussion on the plight of urban poor, which resulted in the newspaper giving a grant to Ecosoc to do more research on specific communities. This resulted in Kompas publishing news items on the urban poor and malnutrition more frequently. In 2005 Kompas started developing a discussion group designed to nurture young writers from diverse backgrounds to write about these issues. This continuing relationship between Ecosoc and Kompas where regular reports on malnutrition in particular has attracted attention of other agencies who now invite Ecosoc to talk to their constituencies about these issues.

Komite Kemanusiaan Indonesia (KKI) is a NGO which tries to work with the mainstream media to communicate the issue of HIV-AIDS and safe sex, especially to the young people. They have been working in collaboration with Family Health International (FHI)/ Aksi Stop Aids (ASA) in this regard. They organised consultative meetings with media organisations to

spread the message. As a result of this consultation, KKI provided contents to two youth-oriented radio station in Jakarta - Hard Rock FM and MTV Sky. They also developed a long relationship with Human Health magazine in providing contents for them until the magazine folded up in March 2006.

Women's Health Foundation (YKP) have for many years been focusing their efforts to persuade the government to revise health law and one of the barriers they have faced is to disseminate information to women on the importance of such law reform. Private television channel SCTV and YKP have recently begun a collaboration, but, initially SCTV has told them that they did not have a women's programme to air their material. However, after much consultations and exchange of information, SCTV invited YKP to provide information and contents to their Friday news programme and have given them 3 minutes since December 2007. The programme is broadcast at a time when most of the men are in mosque and most women watch television.

All the three NGOs who are working on these media projects have expressed similar views, in that, they are able to put the issue in perspective, show what are the important aspects of the issues and try to give the media a different angle. However, there is no systematic audience research to judge its effectiveness, they rely on spontaneous feedback.

In November 2007, at its 8th anniversary celebrations, private channel Metro TV handed out 8 awards to companies and local government bodies which have helped to improve the quality of life for Indonesians. These awards covered most of the areas targeted by the MDGs. According to Deputy Chief News Editor of Metro TV, Retno Shanti Ruwyastuti, the idea of mainstreaming the MDG's came from the owner of the network, who believes that companies have a social responsibility to perform. Metro TV has also introduced a regular programme "Save Our Nation" and within it is a sub-theme "Save Our Nation through MDGs". This programme is broadcast on prime time on Wednesday nights.

With community radio expanding rapidly in Indonesia, the researcher spoke to a number of community radio practitioners to gauge whether they were addressing the MDGs and if they are able to collaborate with mainstream radio in this regard. Budhi Hermanto, Coordinator of the Community Radio Network in Central Java says that MDGs were seen as a discourse of the NGO sector and government elites. It was seen as too elite and needs repackaging for the community radio sector. Gani Rahman, Coordinator of Community

Radio Network in West Java argues that the agenda of community radio and mainstream radio are different, and hence difficult for them to collaborate.

Malaysia

(Researcher Dr Sankaran Ramanathan)

There were eight organisations chosen as case studies for the Malaysian research. These included the following:

- ☞ **Radio stations:** Bernama's News24 and Radiogrado (on line radio)
- ☞ **TV stations:** TV Pendidikan (Educational TV), Media Prima (Commercial TV)
- ☞ **Online media:** Malaysiakini
- ☞ **Video:** Komas (community video)
- ☞ **Non-governmental Organizations:** Federation of Malaysian Consumers Association (FOMCA) and All Women's Action Society Malaysia (AWAM)

The researcher conducted in-depth interviews with two producers at Bernama Radio, two video producers at Komas, the Secretary General of FOMCA and Executive Director of the Centre for Independent Journalism (CIJ), which runs the Radiogrado project.

The respondents felt that Goal 8 (promoting global partnerships) was the most important of all the goals. The next most important goal was Goal 7 (promoting environmental sustainability).

Generally, all respondents felt that much more needs to be done in terms of promoting partnership between community and mainstream media in Malaysia in order to publicize and advocate the MDGs. They were also in agreement that mainstream and government media should not treat NGOs and community media as their enemies.

Komas producer Mien Lor said that the mainstream media has given some publicity to their annual Freedom Film Festival (FFF), but beyond that, most of their videos are disseminated to the public via various training programmes, where their clients or organisation buy the video copies. They also get some online orders. Lor added that they came up with the FFF because they could not get their videos shown on mainstream television. She argues that mainstream media should be braver and work together with community media. Organizations such as Komas can help to provide variety in media content.

Gayathri Venkiteswaran, executive director of CIJ says

there been a very few instances where the mainstream media would give their material some coverage, but largely its been an adversarial relationship. Often NGOs like their's are seen as anti-government because of the overseas funding they get.

Syed Jamil of Bernama Radio, a government owned national radio news service, said that since they are a news service MDG 3 on women, MDG 7 on environment would be the areas they would do some coverage on. They bring in the community perspective to these MDG issues by inviting NGOs, opposition figures and community leaders.

The researcher found a wealth of material related to MDGs available on line, but many of these alternative media are seen by the government controlled (or government aligned) mainstream media as being voices of opposition. Thus, the report says that the partnership between community based media and mainstream media is currently on an ad-hoc basis. Community leaders who have known links with the opposition parties are shunned by the mainstream media, regardless of causes they advocate. However those NGOs that are considered moderate and non-confrontational (such as FOMCA) have more success in making their voices heard.

The report says that there is a high level of complacency among government leaders and the media – both mainstream and community - that Malaysia has already achieved commendable progress in attaining the MDGs.

Nepal

(Researcher Vinaya Kasajoo)

In Nepal, there are four distinct models of radio and television programming, which addresses MDG issues. The conventional model involves the government ministries, departments and line agencies and the state media – Radio Nepal and Nepal Television. Another is involving foreign donors and government ministries in which NGOs, international organisations and private companies could be involved. The third is where NGOs and foreign donors are directly involved with high level government officials acting as consultants, while the fourth is donors or foreign agencies produce programmes themselves and distribute to the broadcasters.

The Nepal study focuses on 6 case studies that reflect these models:

1. Antenna Foundation Nepal (NGO)

2. Equal Access Nepal (INGOI)
3. Communication Corner (Commercial)
4. Radio Nepal (Government)
5. Radio Sagarmatha (Non-government)
6. Jagaran Media Centre (Activist NGO)

Antenna Foundation Nepal (AFN) is a non-governmental organization established in 2002. It has been producing and distributing radio programs aimed at conflict resolution and social and economic development. Currently it has been producing programs on current political issues. In addition to producing radio programs AFN does research work on program production and delivers radio training. Its main radio program productions are:

- ☞ **Chhino Phano:** A weekly 30 minutes radio magazine dealing with conflict within Communities. It was broadcast through Radio Nepal and 28 FM stations throughout the country.
- ☞ **Sodhi Khoji:** A weekly 60 minute program. Main objective of this program was to promote local people's participation for solving local problem and transformation of conflict. It is produced with the collaboration of partner FM stations based outside Kathmandu Valley.
- ☞ **Naya Bato Naya Paila:** A new radio soap opera of AFN which began in August 2007. This is 15 minute program broadcast thrice a week through 25 local stations based outside Kathmandu Valley.
- ☞ **Nepal Chautari:** A public radio forum, broadcast daily for one hour in the morning. It is a live discourse between political and civil society leaders and common people through a nationwide toll-free telephone.
- ☞ **Sambidhan Sabha ko Bahas:** It is 30 minute weekly program broadcast through 25 FM stations across the country. It started since mid August 2007 and focuses on the function and election of Constituent Assembly. Its content changes according to the changing political issues of the country.

AFN listeners' clubs form the main avenue of feedback with over 1000 such clubs.

Equal Access is an international not-for-profit organization with a vision that people everywhere are entitled to "equal access" to information and education and should have the opportunity to join the dialogue as both recipients and contributors of content. It was founded in order to close the information gap for Communities in the developing world. Equal Access was registered in Nepal as Equal Access Nepal (EAN) in 2001 and have been producing radio programmes since. In the beginning majority of its work was

outsourced to other organizations. At present EAN produces different radio series to meet the objectives of its various projects. The content covers diverse subjects such as early childhood development, sexual and reproductive health education for youths, women's empowerment, HIV/AIDS, safe migration, peace building etc. The programmes are disseminated through national and local radio stations. It also uses satellite radio to broadcast its programs to remote areas and to FM stations. EAN has separate teams to produce different programs. Their production teams have community reporters and a FM reporter/program producer to make local version of the programmes. Occasionally some portions of the local version are incorporated in the centrally produced programmes.

With the objectives of using alternative media some of the active journalists established Communication Corner (CC) in 1999 as a private company in Kathmandu. Since then it has been working with the marginalized media sector. In those days when critical and analytical news hardly went outside the Kathmandu Valley CC packaged the analytical and critical news and disseminated to the FM stations, thus benefiting the news-hungry people of rural and remote areas. Consequently, news, current affairs and news analysis programs are quite popular and well known in the rural and remote areas of Nepal where there is access to FM radio stations. CC produces news and current affairs programs which are broadcast through many radio stations all over the country many times a day using satellite link. These programmes include regular magazine style programmes as well dealing with issues like poverty reduction strategies, HIV-AIDS, human rights and cultural diversity. Few years back it used to send its programs recorded in audio cassettes and CDs. For some time it used the telephone to send the programs. The radio stations recorded or broadcast live. It also used email and Internet to send its programs. Now is using V-SAT to disseminate its programs. CC now has its own FM station, Ujylo FM in Kathmandu Valley since February 2007. Some of its programs are also broadcast through 40 FM stations at real time.

Radio Nepal (RN) which broadcasts across the country in AM, FM and SW, produces programs for its own broadcasting as well as for other organizations. Some of the educational, health, and agricultural programs are produced by RN for the concerned ministries of the government. It also rents its production facilities to other producers. AFN, CC, Pro Public used RN's studio before they had their own. Some of the notable programs produced by other producers and broadcast through RN are the distance education program, *Chhinophano* and *Nayabato Naya Paila* of Antenna Foundation Nepal, *Naya Nepal*, *Sathisanga Manka Kura* and *Kheldai*

Sikdai of EAN, *Asal Sasan* of Pro Public, *Human Right Education* programs of Informal Secoor Education Center (INSEC), *Science and Technology* of Nepal Academy of Science and Technology (NAST) etc. RN has a team of experienced program producers who can produce programs appropriate not only for RN but also for ministries, line agencies, INGOs and NGOs. The advantage of using RN is that the program gets due importance and can obtain prime time for broadcasting.

Radio Sagarmatha (RS) is the first non government, independent radio station in South Asia. It is owned and operated by NEFEJ (Nepal Forum for Environmental Journalists). It was started as a Community radio in 1997. It is located at the centre of Kathmandu valley. It has played important role in promoting Community radio in the country by facilitating, providing training and producing programs for other FM stations. RS provides air time charge to FM stations according to the donors' budget for broadcasting those programs which are produced for the donors. However after the project ends RS continues production of some of such programs and some of the FM stations continue to broadcast without getting air time charge because of the popularity of the programs. RS also gets direct contracts from the development organizations. Programme producers of RS jointly produce its programmes. It has well equipped studio and separate teams to produce different programmes which address most of the MDG issues.

Jagaran Media Center (JMC) is working for uplifting the marginalized Community called Dalits, the lowest strata of the Hindu cast system. It was established in 2000 by the Dalit youths. It is a media awareness organization advocating for social inclusion. JMC has been using various media including radio and TV to achieve its goals. It operates feature service which contributes free feature articles to media. It is delivering trainings to Dalit youths in different parts of the country. Since November 6, 2007, it has started its own FM radio station, Radio Jagaran 93.6 MHz, in Butwal, West Nepal. This is the first radio dedicated to serve Dalit community. JMC used to make its programs in out-studio, now it has its own studio. It records its programs in CDs and sends them to partner stations through courier service. Currently it is broadcast through about 17 FM stations. JMC pays air time charge to the FM stations for broadcasting them.

Access to information and use of communication tools has always been a big problem in Nepal, because of adverse land and scattered settlements in Nepal, pockets of vast areas are left out of access to media. However, the proliferation of community based FM stations in the country is changing the situation quite rapidly.

However, for sustainability and continuation of the programmes it is important to have multiple supporters/donors. The roles of program producers, radio station staff and even the radio stations may change quite frequently because of the increase of educational level of the staff and availability of lucrative opportunities. Therefore the issue of human resource development should be incorporated in any strategy designed to develop MDG related development communication programmes / systems.

Philippines

(Researchers Mayette Riveira, Evelyn Agato and Evans Rosauro)

This report describes the promotion of MDGs through the media efforts of five selected NGOs and development oriented organizations in the Philippines.

The Organisasyon ng Pilipinong Mang-aawit (OPM), an organization of professional Filipino performers, was commissioned by the UNDP to come up with an album of MDG-inspired songs. The album was produced and recorded with famous Filipino composers, singers and artists offering their services for free. With this partnership sprang nine Filipino songs espousing the MDGs. The songs are copyright-free and singers only need to acknowledge the UN and the composers. The album has been distributed to allied organizations such as the National Commission for Culture and the Arts and theatre guilds and dance troupes across the country, thereby reaching up to the grassroots level.

The Daughters of St. Paul is a global missionary congregation of consecrated women committed to follow Jesus in a radical manner and to proclaim the Good News to all peoples through the means of social communication. The Paulines came to the Philippines in 1938. With regards to the MDGs, the Paulines don't adapt them as such. Sr. Ma. Consolata Manding, directress of the Paulines Institute of Communications in Asia, stressed that the Catholic Church has her own guidelines. "There are areas in the MDGs that are not Church-approved, such as contraception," she said. "The MDGs have guidelines which are not very different from the Church, but the methods of achieving them are not the same." In addressing poverty and women empowerment, the Paulines has existing partnerships with about 25 to 30 stations across the country that play programs written by the Sisters themselves or lay pastoral workers who either volunteer their contributions or accept minimal fees. The topics include Family Life: how to help in all aspects of relationships, discipline and moral and spiritual values; and Bible

Study: catechism on the air, musicals and reflections. The programs are in the vernacular and are usually five-minute long and will play daily.

The I-watch is a video documentary team based in the parish of San Isidro Labrador in the town of Upi, in southwestern Mindanao. It was created to respond to urgent issues of poverty, environment, peace, justice, culture, and faith by producing video documentaries and musical CDs relating to various issues in the southern Mindanao communities. The creation of I watch in a remote town such as Upi brings to fore many of the issues surrounding ethnic communities, particularly issues of extreme poverty. Upi is a third class, mountainous municipality in Shariff Kabunsuan province. The I-watch team served to document these communities and provide information to the outside communities of the state of these ethnic minorities. The I-watch team is composed of 11 members but have only two fulltime technical staff. All of the staff are volunteers. Local singers from the ethnic communities are tapped to play their instruments or record their songs, and are used as background music for their productions. When I-watch acquired professional equipment from the financial assistance it received, it produced four documentaries, which are more professional than what it produced before. These video documentaries were aired over the local cable channels in the town and in the Autonomous Region of Muslim Mindanao. The I-watch team has also designed a mobile television station concept by making frequent visits to remote villages to conduct Educational film-showings. It now have monthly film showings in some 18 chapels in the remote barangays (villages) of Upi. They are planning to produce more videos address the 8 MDGs. The provincial arm of the Catholic Church has already allocated a regular budget for I-watch's media related work.

Real World Productions (RWP), Incorporated, implemented the project Improving English Language Teaching and Learning in Mindanao (IELTLM) to improve the teaching and learning of English through an intercultural approach. Real World Productions (RWP), in cooperation with the Philippine Broadcasting Service, a government radio network, produced a 30-minute radio program entitled Real World English to improve the teaching of English in all levels of education, especially in the primary education. The programmes are a mixture of foreign and local contents, and the local contents are designed to strengthen the foreign ideas and show similarities if not likeness in the beliefs and behaviours of the two cultures.

The Asociacion de la Prensa through the local NGO in the Philippines, Fundacion Santiago, together with

Philippine Broadcasting Service, produced a one-hour magazine-type program aired every day from Monday to Friday over five government radio stations nationwide. The program, focusing on cultural, formative and social activities are intended for the citizens in general, but have two segments in the hour long program dedicated to women's issues.

The reports concludes that many of the media organizations initially surveyed, and also those included in the study, recognize the power of producing and disseminating, broadcast or video materials that will help inform and educate many Filipinos on the importance of the MDG. However, they also deplore the lack of funding and coordination among government agencies, civil society groups, and the donor community and the private sector in pushing for a vigorous advocacy of MDGs. In confronting the various problems of the country, and racing to meet the MDG targets, efforts at setting up a coordinated communication program took a backseat. If there are, the communication campaign is centred in the cities, and in most instances, in the northern part of the Philippine islands.

Sri Lanka

(Researcher Sameera Thilakawardena)

The Sri Lanka study also choose 5 case studies to analyse how MDGs are covered by the media.

The first case study was the educational programming band of the Sri Lanka Rupavahini Corporation (SLRC) – the national public service television network. They have allocated 3-5 pm on weekdays for educational programming with 5 producers assigned to the task. The first hour is allocated to non-formal education while the second hour is for formal education targeted at preparing students for a particular exam. In addition to these broadcasts the Education Service Division of the SLRC conducts seminars in under developed areas of the country with teachers. SLRC canvass viewer feedback for the programmes via letters they receive and sending out of questionnaires.

The second case study looked at how the training division of the Foreign Employment Bureau (FEB) disseminate information to migrant workers who go overseas to work, especially on dangers of contacting HIV-AIDS. They use the electronic media to disseminate their message by participating in on-going radio and television talkshows. In these shows they also discuss issues not only of AIDS, but also primary education, child abuse, women employment and poverty reductions, all related to migrant workers' situation. The

FEB also make videos and screen them at seminars and workshops.

Young Asian Television (YATV) was the third case study, where this media NGO produce regular television programmes addressing development, poverty, education, social injustice and youth issues, especially directed at young people. Their regular programmes are broadcast via air-time purchased from a private broadcaster – TNL TV. Their special programmes, such as "Crossing Fires" which address women, war and peace, after being broadcast are also produced on DVD for use in workshops and other awareness raising forums. This programme was funded by the Danish Development Corporation.

The fourth case study is a television project initiated by the Education and Awareness Division (EAD) of the Central Environment Authority (CEA). With funding from the Environment Phase One (EA1P) project of the World Bank CEA initiated the programme titled "Soba" (nice to look at) which was a weekly 30 minute magazine programme broadcast on the government-owned Independent Television Network (ITN). The programme was designed to create a positive image of Sri Lankan identity by having an affectionate feeling towards environmental beauty of the island, and also to guide the public towards environmentally friendly habits. The grassroots network of CEA officials who work for divisional offices was used as researchers and correspondents to develop contents for the programmes. Due to popular demand the programme frequency was increased to twice a week but after the funding finished at the end of 2004 the programme stopped. It was revived under a different name in July 2007 with funding from Asian Development Bank's Forest Related Management (FRM) project. But, with the FRM project due to finish in December 2007 the future of this programme is not guaranteed. The EAD says that it is very difficult to sustain such a project with foreign funding and for such sustainability it is essential that local corporate funding is sourced.

The fifth case study was the Uva Community Radio (UCR) which was set up in November 2000 under the UNDP Area Based Growth and Equity Programme. Uva province, in the central hills, have a very high percentage of people living under poverty or in marginalised conditions. The station a joint project between UNDP, the government radio network Sri Lanka Broadcasting Corporation (SLBC) and Uva Provincial Council was set up with an initial budget of US\$ 45,000 and designed as a digital radio / internet community radio centre. UNESCO also provided a consultant to work with the project under their "Knowledge Societies" project. The local community volunteers who were trained to become

producers and broadcasters were called “Communicators” who used the radio to communicate within and between the community and other stakeholders. The station soon became the most popular and influential media in the province. However due to the country’s volatile political situation this project has today fallen under editorial control of the SLBC with question marks about its ability to address the poverty and other MDG related issues in the community.

The research has found that Sri Lanka’s PSBs require most programmes to be sponsored and thus those addressing MDGs are dependent for its survival on foreign development agency funding, which makes the projects economically unsustainable in the long term. None of the projects are sustained by the public or relevant communities.

Thailand

(Researcher Dr Palphol Rodloytuk)

In Thailand many of the MDGs at basic level has already been achieved or likely to be reached soon according to a 2004 MDG report, but issues like HIV, primary education and the environment are areas where there is much to be done.

In addressing MDGs in the mainstream media, since 2004, one of the common methods have been producing 30 seconds public advertisements / announcements. One such project was funded by the UNDP and run on a goodwill gesture by Channel 11 and ITV. The former is a public service broadcaster. It was broadcast both in Thai and English with the Thai version asking the locals about MDGs and the English version asking Foreigners living there about the same. The researcher found that it was difficult to track the MDG public service announcements (PSA) on TV and radio because no records have been kept.

According to a former director of the government Public Relations Department’s (PRD) television station Channel 11, while MDGs are mentioned by policy makers and ministries, it is never implemented as policy via public communication. While MDG promotions or campaigns may be seen or heard on public television and radio, these are usually initiatives taken by individual producers or radio announcers.

The Ministry of Education has a particular unit overseeing education television and radio, namely Centre for Education Technology (CET). While Thailand may not have a problem reaching the education goals in the MDGs, there are many hill tribes and migrant populations whose educational standards and

services are poor. This is where radio and television could play a role, where educational TV and radio could function as a supplementary service for non-formal education. Educational radio airs for 13 hours a day on AM and FM frequencies, many in Bangkok and surroundings. This School Radio supplements education for both primary and secondary levels, and these programmes are also relayed through Radio Thailand and PRD’s other stations to several provinces.

Education Television (ETV) was launched in 2005 by the government with the aim of reaching the MDG target of achieving education access for all. ETV material cover both formal and non-formal education, as well as teacher training and development education for the adult population. ETV broadcasts between 6.00 am and 10.00 pm.

With respect to gender empowerment goals in the MDGs, some of the projects of the Ministry of Social Development and Human Resources (Por Mor) could fall into the category of promoting these targets. Their programme to promote female representation at local government level, as well as good governance, has received good media coverage. The Gender Research Development Institute under the ministry regularly produce reports, newsletters, VCDs and even get academics to produce broadcast material to promote this scheme. A pre-recorded programme titled “Sapa Caoban” (Council of People) is produced by the Institute’s ‘Watchdog Group’ for broadcast on Channel 11.

The MDG 6 target area covers the issue of HIV-AIDS and the research found out that though the Thai National Council on AIDS (TNCA) produce many media related material such as folders, VCDs and press events, yet there is a need for a more coordinated media strategy in partnership with media channels. Having said that, yet, this is a MDG target where Thailand is expected to reach much before many other countries in the region.

In the area of environment, the Thailand Environment Institute (TEI) promotes various MDGs with the production of media-related material such as VCDs, leaflets and other information packages. Much of it is targeted at awareness building via civil society collaborations. The research indicates that TEI’s strategy with regards to the media needs improvement with more coordinated collaboration between local media and provincial government PR officials. While media activities have been heavy towards the launching of certain pilot projects of the TEI, yet if it is to be sustained, the local media gatekeepers need to be well-informed and encouraged to be committed to help drive the environmental goals in the MDGs.

The report notes that many agencies promoting MDGs fall short in working effectively with the local media to promote the issues. They need to move their work more towards the grassroots because for most Thais MDGs sounds international alien. Thus media products promoting MDGs need to be presented in more local terms, so that it will be better digested at community (audience) level. Agencies working with MDGs are mainly volunteers driven and depends on government television and radio to help disseminate the material.

While many of the agencies working on MDGs in Thailand produce good material, such as VCDs, these need to be better networked, not only among media organizations, but perhaps repackaged and shown at special events. With Por Mor having ample financial resources, and a clear vision about MDGs, the report recommends that a better coordinated media strategy may be developed with their cooperation and networking at national and provincial level.

AMIC Upcoming Events

17th AMIC Annual Conference Changing Media, Changing Societies: Media and the Millennium Development Goals

July 14—17, 2008, Manila Hotel, Manila, Philippines

The **Asian Media Information and Communication Centre** is pleased to announce its 17th Annual International Conference, which will be held at the Manila Hotel, Manila, Philippines from the 14–17 July 2008. AMIC will be organizing this conference in partnership with the Philippine Association of Communication Educators Foundation (PACE). This conference is open to academics, media industry professionals, government agencies, policymakers, regulators, UN agencies, donors, research groups, civil society organizations, independent consultants and students.

The theme of the 17th annual conference is “**Changing Media, Changing Societies: Media and the Millennium Development Goals**”. The key focus of this conference will be to see how an active and vibrant media can help in achieving the Millennium Development Goals (MDGs). The MDGs are a set of eight shared goals, responding to the world’s main development challenges, which both developed nations as well as less developed nations hope to achieve by 2015. The year 2008 will be around the half-time mark to the deadline year of 2105, at which point the eight MDGs should have been reached. Today’s media shapes public opinion, which in turn shapes an individual’s perception of the world. Today not only are the traditional sources of media being used, but there is an increasing emphasis and shift towards new media sources like the Internet, mobile phones, podcasts and blogging. How have these media helped in the achievement of the MDGs? Has knowledge sharing helped developing countries develop effective strategies to address and reach the MDGs? These are some of the questions that the conference aims to address.

AMIC’s key event is the flagship annual conference, hosted in rotation by countries across the Asia-Pacific region. Recent annual conferences have been held in *Singapore (2007)*, *Penang, Malaysia (2006)*, *Beijing, PR China (2005)*, *Bangkok, Thailand (2004)*, *Singapore (2003)*, *Perth, Australia (2002)* and *Manila, Philippines (2001)*. The AMIC annual conference is the premier event on Asian media and attracts eminent international speakers and participants from the media industry and academia. It features high-profile keynote addresses, plenary sessions and several parallel track sessions. Networking events, cultural programmes, media visits and sightseeing events are also held in conjunction with the annual conference.

Themes & Topics

- ◆ Media and the MDGs
- ◆ Media and Youth
- ◆ Media, Conflict and Crises
- ◆ New Media and Digital Technology
- ◆ Media and Development
- ◆ Media Law and Regulation
- ◆ Media and Gender
- ◆ Media, Democracy and Human Rights
- ◆ Alternative and Community Media
- ◆ Media and Culture
- ◆ Asian Perspectives on Communication
- ◆ International Communication
- ◆ Broadcasting
- ◆ Media Industry Trends and Dynamics
- ◆ Journalism Education

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Rangsit University, Bangkok, Thailand



Master of Communication Arts : M.A. (Communication)

Knowledge in Communication Arts covers knowledge about the multitude of communication behaviors in the context of all forms and all levels of interactions among human beings. Obviously, it is shown from the study of history in Communication Arts that communication between humans has been studied and given attention and importance ever since ancient days both in the Orient and the Occident.

As time lapsed into the 20's, many technologies in communication such as radio-broadcasting, television, satellites, cordless telephones, and computer networks had come into existence and progressed very rapidly during the end of the century in concomitant with a revolution in communication, large - scale businesses, education and international health care, and world politics. Thus communication has rapidly increased in significance far more than it used to be in the history, despite the fact that economic cycles, and politics in any one region will be fully blossoming or sinking into the doldrums until they reach a critical state, efficient communication is still very crucial to existence and the overall transformation of the society in modified forms and methods.

When the end of the 20's drew near, industries and enterprises expanded in extensive scale, with computer and information technologies serving as catalysts to the communication arts activities, which consist of communication-related implementation and research. Which have, in turn, expanded and divided into multitudinous branches according to the variety of the missions. Those activities generated the entailing minor domains in specialized fields of communication or communication arts ex. marketing communication, development communication, political communication, business communication, health communication, medical communication, agricultural communication, environmental communication and etc.

The mission of a modern university aiming at developing both theoretical and practical knowledge to be in line with the actual situation and timely with the transformation of the society must, therefore, make modifications to generate unification of knowledge in a holistic manner for application to problem - solving and the development of the above specialized fields of communication in a way which is complete, timely and relevant to the rapidly changing circumstances. The experience of Communication Arts academics in the past one or two centuries, in particular, when confronting with communication convergence of all forms and all kinds of media suggests the requirement for a reorganization of the educational system in Communication Arts so as to be really consistence with and relevant to the social problems both at present and in the future. The above - mentioned is the origination of Holistic Communication Approach.

The theoretical and practical knowledge is integrated in such a way as to take a holistic nature for application in searching for knowledge and perception and practical guidelines regarding specialized communication. The Holistic Communication Approach which will evolve to generate practically applicable knowledge as mentioned above has to encompass three (3) important domains i.e. first the Communication Theory, second Communication Criticism and third Communication Practice, while research must serve as the core and the mechanism in acquiring the interrelated knowledge of the three areas.

Participants to the Holistic Communication Approach Program will have the opportunity to have a complete and considerably in - depth study of the above three domains, after which they will have the opportunity to apply the knowledge and perception as well as the skill in research and problem - solving in the fields of their specialization which they already have the fundamental background through their previous study at Bachelor degree level or they might pursue a master's project in communication or compose a thesis in a specialized field. While those who possess the fundamentals in Communication Arts at Bachelor degree level can choose to do a master's project or a thesis on the direct topic about communication arts. However, this does not mean to be a fixed requirement that each student has to choose doing a research in any one way according to his / her original background only, the student can make modifications in accordance with his / her own potentials or adequacy.

Objectives

1. To construct students who have knowledge in Holistic Communication Approach and are capable of applying such knowledge in the study and research of the specialized branch of Communication Arts in accordance with his /her own forte and for the development of professional work.
2. To inculcate the morality, ethics and sense of responsibility and consciousness in the commitments and mission of academics, the habits in seeking for knowledge and the presentation of knowledge and facts valuable and beneficial to the society and the academic circles.
3. To promote the research and to develop knowledge in Communication Arts.

Structure of Program

*Minimum credits for the entire program are 36 credits
*Two Plans of study are available as follows:-

Plan A : course work and thesis	
Required courses	15 credits
Elective courses	9 credits
Thesis	12 credits
Total	36 credits

Plan B : course work and Master degree work plan in Communication Arts	
Required courses	15 credits
Elective courses	15 credits
Master degree work plan	
In Communication Arts	6 credits
Total	36 credits



Asian Media Information & Communication Centre

The Asian Media Information and Communication Centre (AMIC) is a non-profit NGO with the mission of spearheading the development of media and communication expertise in Asia within the broad framework of economic, social, and cultural progress. It exists to encourage ethical and social responsibility of the media to support democratic access and participation in media development and production, and to provide opportunities for empowerment of disadvantaged sectors in the communication/media environment. For more information, please visit www.amic.org.sg.



United Nations Educational, Scientific and Cultural Organization

The United Nations Educational, Scientific and Cultural Organization (UNESCO) was founded on 16 November 1945. For this specialized United Nations agency, it is not enough to build classrooms in devastated countries or to publish scientific breakthroughs. Education, Social and Natural Science, Culture and Communication are the means to a far more ambitious goal: to build peace in the minds of men. For more information, please visit www.unesco.org.



Rangsit University

Rangsit University has a vision of quality education for all. We emphasize on the collective benefit of the whole and of continuously developing the organization to be more stable and to maintain high standards of quality. Rangsit University is firmly committed to producing highly skilled graduates who will be a benefit to both Thailand and the wider society where we live in. We expect our graduates not only to be fully equipped with up-to-date knowledge in their chosen fields, but also to be personally and socially adjusted, good and just people. For more information, please visit. <http://www2.rsu.ac.th/web/home/>