



Commonwealth Broadcasting Association

Innovating for quality broadcasting

The Annual Report of the Commonwealth Broadcasting Association for 2008

Published by the CBA Secretariat
17 Fleet Street
London EC4Y 1AA
United Kingdom

Tel: +44 (0)20 7583 5550
Fax: +44 (0)20 7583 5549
Email: cba@cba.org.uk
Website: www.cba.org.uk

The CBA is a not-for-profit company limited by guarantee

Registration Number: 3561848

VAT Registration Number: 726 4864 10

Published January 2009

Preface

Abubakar Jijiwa, Director General, Voice of Nigeria and President, CBA.

2008 saw the CBA's Nassau Conference addressed by the then Commonwealth Secretary General, Don McKinnon, who made a major call for action on media issues round the Commonwealth. The CBA also mounted a Climate Change Workshop and one, run jointly with IIC, for Regulators. The Conference was followed a few months later by a CBA Workshop in Nassau on the possible transformation of ZNS in Nassau into a full Public service Broadcaster.

It was a year when the CBA watched with considerable concern the media freedom difficulties in Sri Lanka and Pakistan, plus some other areas too. The CBA sent a number of protests to the Government of Sri Lanka, drawing attention to lack of safety for journalists and calling for firm action. Sadly, the situation deteriorated even further throughout the year.

The CBA was fortunate to have Chu Pui-Hing working with it as a consultant for 6 months, on a pro bono basis. He completed a study on the feasibility of the CBA setting up a News Exchange, and will continue to work on this now that he is back in Hong Kong.

In the autumn, the CBA ran a Commonwealth Broadcasting Lecture, with Rick Ellis, CEO TVNZ as the speaker, covering the transformation of a state owned broadcaster into a Public Service Broadcaster in the Digital World.



Abubakar Jijiwa, President of the CBA, pictured at the Commonwealth Short Story Awards Evening in London, November 2008

Foreword

Elizabeth Smith O.B.E., CBA Secretary-General

This was a year when the Deputy Secretary-General Bisakha Ghose, returned to Calcutta to look after her elderly mother. So the CBA goes into 2009 with one fewer member of its already small staff. Sally-Ann Wilson who runs the CBA-DFID Media Scheme was promoted to Deputy Secretary-General, and continues her work on the scheme. Lisa Stribbling, who launched the CBA Programme Bank, discontinued her part-time work with the CBA to look after her growing family. Adam Weatherhead remained a tower of strength as the CBA's Manager, Administration and Marketing. Jas Dhariwal delivered high quality training and developed more Distance Learning courses, so that these now total seven. Neil Dormand extended the CBA's technical support to members in innovative ways, including a closed part of the website for engineers and a two week course in Singapore, called 'Making the Leap: from Analogue to Digital'.



CBA Secretary-General, Elizabeth Smith O.B.E., pictured at the Commonwealth Short Story Awards Evening, November 2008

This was run by the Singapore Media Academy and financed jointly by the CBA and the Singapore Ministry of Foreign Affairs. The year saw also the launch of 'An introduction to Digital Technology+ distance learning course funded by the IABM Tom McGann training award. The strong training programme in 2008 was run despite losing financial support from the Commonwealth Media Development Fund, which was abruptly closed by DFID. By not filling the post of Manager Special Projects, which had been combined with that of the Deputy Secretary-General, the CBA allocated some funds internally to training. It also re-doubled its efforts to find outside funding for training.

During the year, a call on the reserves was made, as agreed at its London Committee meeting in 2005, which authorised the use of some of the CBA reserves to launch new projects to benefit members. This draw-down comes to an end in 2009.

The CBA-DFID Media Programme continued to develop and showed conspicuous success in the transmission of the programmes in the UK. The CBA's Programme Bank developed and take-up increased. The Commonwealth Short Stories, run in partnership with the Commonwealth Foundation, were widely transmitted and the CBA Awards were greatly appreciated. The Radio Programme Pick of the Commonwealth, which has some support from the Commonwealth Secretariat, continued to be valued, and four editions were run, under the title 'Tales from the Commonwealth+', on the BBC World service.

CBA membership remained roughly stable with just over 100 members at the end of the year.

CBA Membership 2008

107 members in 46 countries

New Full Members:

Times Global Broadcasting Company Limited, India; Cable News and Sport, Jamaica; Televisao Independente De Mocambique, Mozambique; Jigawa Broadcasting Corporation, Nigeria; e.tv, South Africa.

New Affiliate Members:

Lesotho Communications Authority; Red Bee Media, UK.

Rejoined:

National Broadcasting Commission, Nigeria.

Resignations:

MediaCorp, Singapore; MediaCorp Radio, Singapore; VT Communications, UK.

Suspensions:

Borno Radio Television Corporation, Nigeria; Daar Communications, Nigeria; DBN Limited, Nigeria; Gambia Radio and Television Services; Lesotho National Broadcasting Service; Passion TV, UK; Radio St Lucia.

Full Members

81 members in 46 countries

Alphabetically by country:

Australian Broadcasting Corporation
Special Broadcasting Service, Australia
The Broadcasting Corporation of the Bahamas
Bangladesh Betar (Radio)
Bangladesh Television
Caribbean Broadcasting Corporation, Barbados
Botswana Department of Broadcasting Services

Radio Television Brunei
Cameroon Radio Television
Canadian Broadcasting Corporation
TVO, Canada
Radio Cayman
Cyprus Broadcasting Corporation
Communications Fiji Ltd
Fiji Broadcasting Corporation Limited
Fiji Television Limited
Ghana Broadcasting Corporation
Gibraltar Broadcasting Corporation
Grenada Broadcasting Network
National Communications Network Inc., Guyana
All India Radio (Prasar Bharati)
CNN-IBN, India
Doordarshan (Prasar Bharati), India
Lok Sabha Television, India
New Delhi Television Limited, India
Times Global Broadcasting Company Limited, India
Cable News and Sport, Jamaica
CVM Communications Group, Jamaica
RJR Communications Group, Jamaica
Kenya Broadcasting Corporation
Nation Broadcasting Division, Kenya
Radio Kiribati
Malawi Broadcasting Corporation
Radio Television Malaysia
Television Maldives
Voice of Maldives
Mauritius Broadcasting Corporation
Radio Montserrat
Radio Mozambique
Soico Television, Mozambique
Televisao De Mocambique
Televisao Independente De Mocambique
Namibian Broadcasting Corporation
Maori Television, New Zealand
Radio New Zealand
Television New Zealand Limited
Channels Television, Nigeria
Delta Broadcasting Service, Warri, Nigeria
Federal Radio Corporation of Nigeria
Gateway Radio, Ogun State
Broadcasting, Nigeria
Jigawa Broadcasting Corporation, Nigeria
Nigerian Television Authority

Voice of Nigeria
 Eye Television Network Limited,
 Pakistan
 GEO TV, Pakistan
 Pakistan Broadcasting Corporation
 Pakistan Television Corporation
 EM TV, Papua New Guinea
 National Broadcasting Corporation of
 Papua New Guinea
 Papua New Guinea FM
 Samoa Broadcasting Corporation
 Seychelles Broadcasting Corporation
 Sierra Leone Broadcasting Service
 e.tv, South Africa
 South African Broadcasting Corporation
 Sri Lanka Rupavahini Corporation
 The Capital Maharaja Organisation Ltd,
 Sri Lanka
 Ziz Broadcasting Corporation, St. Kitts
 National Broadcasting Corporation, St.
 Vincent and the Grenadines
 Swaziland Television Authority
 Swaziland Broadcasting and Information
 Services
 ITV-Independent Television Ltd,
 Tanzania
 Tanzania Broadcasting Corporation
 Tonga Broadcasting Commission
 Caribbean New Media Group, Trinidad
 and Tobago
 CCN-TV6, Trinidad and Tobago
 Uganda Broadcasting Corporation
 British Broadcasting Corporation
 Islam Channel, UK
 Manx Radio, UK
 Zambia National Broadcasting
 Corporation

Affiliate Members

26 members in 19 countries

Alphabetically by country:

Caribbean Broadcasting Union,
 Barbados
 National Broadcasting Board, Botswana
 Radio Television Hong Kong, China
 The Secretariat of the Pacific
 Community, Vanuatu
 Gibraltar Regulatory Authority
 The Creative Production & Training
 Centre Ltd., Jamaica
 Lesotho Communications Authority,
 Lesotho
 Asia-Pacific Institute for Broadcasting
 Development, Malaysia
 Radio Netherlands Worldwide
 National Broadcasting Commission,
 Nigeria
 Pakistan Electronic Media Regulatory
 Authority
 African Union of Broadcasters, Senegal
 Media Development Authority of
 Singapore
 National Association of Broadcasters,
 South Africa
 Sentech Ltd, South Africa
 Public Television Service, Taiwan
 Radio Taiwan International
 Tanzania Regulatory Authority
 Government Information Service,
 Trinidad and Tobago
 OFCOM, UK
 Red Bee Media, UK
 Sony Professional Solutions Europe, UK
 The Thomson Foundation, UK
 WRN, UK
 International Academy of Television Arts
 & Science, USA
 Population Media Centre, USA

CBA Secretariat

Secretary-General

Elizabeth Smith O.B.E.
Email: elizabeth@cba.org.uk

Deputy Secretary-General & Project Director, CBA-DFID Broadcast Media Scheme

Sally-Ann Wilson
Email: sally-ann@cba.org.uk

Training Director

Jasmine Dhariwal
Email: jas@cba.org.uk

Project Manager

Adam Weatherhead
Email: adam@cba.org.uk

Project Managers, CBA-DFID Broadcast Media Scheme:

Marion Simpson
Email: marion@cba.org.uk
Linda Hutchings
Email: linda@cba.org.uk

Finance Consultant

Mervyn Warner
Email: mervyn@cba.org.uk

Technology Consultant

Neil Dormand
Email: neil@cba.org.uk

Note – CBA Office Bearers

During the course of the year Anthony Foster, GM, Broadcasting Corporation of the Bahamas; Chua Foo Yong, Managing Director, Singapore Media Academy, Media Corp; and Moneeza Hashmi, General Manager, Lahore Hum TV, Pakistan ceased to be on the Committee. Dali Mpofa, Chief Executive, SABC is replaced for day to day business by Phil Molefe, General Manager, International Affairs, SABC.

CBA Office Bearers

President:

Abubakar Jijiwa - Director General, Voice of Nigeria

Vice-Presidents:

Ken Clark - CEO, EM TV, Papua New Guinea

Mano Wickramanayake, Group Director, MTV Channel PVT Ltd, Sri Lanka

Committee Members:

Syafiq Al Fonse - Director General Management, Radio Television Malaysia

Lisa de Wilde, CEO TVO, Canada

Nanise Fifita, A/General Manager, Tonga Broadcasting Corporation

Gary Linnane - Head, ABC Secretariat, Australian Broadcasting Corporation

Phil Molefe, General Manager International Affairs, SABC, South Africa

Duraid Quereshi, CEO, Hum TV, Pakistan

Narayan Rao . Group CEO/Executive Director, NDTV, India

Kingsley Reetsang . General Manager, Engineering Services, Department of Broadcasting Services, Botswana

Richard Sambrook - Director Global News, BBC, UK

Richard Stursberg - Executive Vice-President, English TV, Canadian Broadcasting Corporation

Objectives of the Commonwealth Broadcasting Association

- Provide assistance to its members through training, bursaries, consultancies, networking opportunities and material for broadcast.
- Support freedom of expression and the ideals of public service broadcasting.
- Assist in the exchange of information among its members.

Funding

The association is funded by subscriptions from its corporate members. It also accesses project funding from a variety of sources.

Membership Benefits

Benefits for full members:

- Access to CBA conferences on a subsidised basis.
- Access for CBA members in the developing world to CBA subsidised training and consultancies. Access to CBA Training for the developed world is at low cost for members.
- Free copies of Commonwealth Broadcaster and the CBA Directory to top executives.
- Regular Updates, the CBA's electronic newsletter.
- Opportunities to submit articles of interest to Commonwealth Broadcaster and an entry for the CBA Directory.
- Access to the CBA's contacts and help with appointments in London and throughout the Commonwealth.
- Voting rights at CBA meetings for fully paid-up member organisations
- Broadcasting rights, free of charge, for the Commonwealth Short Stories and the monthly radio programme *Pick of the Commonwealth*
- Access for all CBA members and affiliates to the CBA Senior Management Bursaries.
- Access for CBA members in the developing world to the CBA's two one-year Post Graduate Bursaries in London and the MA in Public Policy at the University of Brunei.
- Access for all the CBA members and affiliates to the CBA's travel bursaries, which are worth up to £2,000 each.
- Access for all developing world members to the CBA-Thomson bursary for their summer course in documentary-making.
- Right to submit one free entry in each category for the CBA Awards and the Elizabeth R Award for an Exceptional Contribution to Public Service Broadcasting
- 10% off the cost of advertising in CBA Publications.
- Access to the CBA Programme Bank.

Benefits for affiliate members:

Affiliate membership is open to broadcast-linked organisations, e.g. trainers, regulators, signal distributors, broadcasting rights organisations, etc. Affiliates have no voting rights but they can attend meetings and enjoy all other advantages of full membership listed above except for subsidised training. They can apply, for example, for CBA Awards and travel bursaries, and get 10% off the cost of advertising in CBA publications.

Audited Financial Results for the CBA for 2007

The figures in the CBA Annual Report are always a year in arrears, to allow for audit.

The context of these figures is that the CBA Committee, at its meeting in London in 2005, authorised a draw down from the Reserve for membership benefits, over the succeeding years. The aim is to reduce the CBA Reserve to £150,000. In 2007 there was an authorised call on the Reserves of £33,529, leaving the Reserve at £262,582.

	Year Ended 31-Dec-07		Year Ended 31-Dec-06	
	£	£	£	£
Income				
Subscription - full members	312,210		282,432	
Subscription - affiliated members	<u>32,147</u>		<u>35,037</u>	
		344,357		317,469
Special Items				
Training projects income	83,474		76,576	
Training Costs	<u>(113,210)</u>		<u>(96,880)</u>	
		(29,736)		(20,304)
DFID Television Development Fund Scheme Income	337,708		327,687	
DFID Television Development Fund Scheme Costs	<u>(335,071)</u>		<u>(325,087)</u>	
		2,637		2,600
Conference income	29,994		87,341	
Conference costs	<u>(47,568)</u>		<u>(101,161)</u>	
		(17,574)		(13,820)
Short story competition income	28,256		27,005	
Short story competition costs	<u>(24,872)</u>		<u>(21,705)</u>	
		3,384		5,300
UNESCO Reports Income	-		-	
UNESCO Reports Costs	<u>-</u>		<u>(3,849)</u>	
		-		(3,849)
Publications income	1,638		1,029	
Publications costs	<u>(6,257)</u>		<u>(2,305)</u>	
		(4,619)		(1,276)
Commonwealth Radio Programme income	30,000		15,175	
Commonwealth Radio Programme costs	<u>(37,296)</u>		<u>(20,510)</u>	
		(7,296)		(5,335)
Programme Bank		(14,895)		(5,745)
CBA membership benefits		(130)		(8,843)
Gross Income carried forward		<u>276,128</u>		<u>266,197</u>
Administrative Costs				
Wages,Salaries and pension benefits	218,608		208,150	
Healthcare benefits	4,576		3,962	
Contractor costs	7,200		7,200	
Staff Recruitment	1,078		-	
Rent,rates and service charge	19,301		19,008	
Travel and duty	17,006		18,669	

Computer costs	10,458	5,368	
Promotion and PR	78	-	
Light, heat and power	1,044	978	
Telephones	3,292	2,888	
Office printing and postage	4,322	4,124	
Newspapers, periodicals and subscriptions	2,087	827	
Stationery	2,029	2,205	
Office cleaning	2,121	1,703	
Professional fees	13,155	14,435	
Hospitality	905	1,423	
Office insurance	1,819	2,356	
Depreciation	5,325	4,793	
Audit fees	4,160	3,950	
Seminars & Lectures	550	978	
Sundry Expenses	945	492	
Finance Charges	1,153	1,068	
Old accruals written back	(350)	(1,510)	
		<u>320,862</u>	<u>303,067</u>
Operating (Deficit)/Surplus for the year		(44,734)	(36,870)
Interest receivable		18,213	14,464
Surplus on Ordinary Activities before tax		<u>(26,521)</u>	<u>(22,406)</u>
Taxation		(7,008)	(1,060)
Surplus brought forward		296,111	319,577
Surplus carried forward		<u>262,582</u>	<u>296,111</u>

**Summary of the outcomes at the CBA General Conference
23-26 January 2008 in Nassau, Bahamas**



The President of the CBA, Abubakar Jijiwa, speaking at the Nassau Conference, January 2008

The theme of the Conference was **“Empowering the People”**. It was attended by 202 delegates, of whom 40 were CEOs, 13 were Senior Engineers/Technical Directors, and 51 were women. A number of excellent initiatives are happening because of the Conference. They include:

- The signing of a Memorandum of Understanding by Caribbean Broadcasters to enhance understanding of Climate Change, plus the planning of follow-up for the Pacific and for Asia.
- The launch, including a booklet, of a scheme for sharing information between Public Service Broadcasters on their Key Performance Indicators.
- 24 delegates completed a one-day Broadcasting Management Training Workshop. The appraisal forms (on a 1-5 scale, with 5 = excellent) scored:
 - Will help me do my job better+4.5
 - Excellent materials+4.8
 - Relevant to my job+4.5.
- The CBA Committee asked the CBA Secretariat to define the principles for possible suspension, or other action, for CBA member organisations transgressing Commonwealth principles of media freedom, and to report back to the Committee.
- Following the sessions on Media and Governance, discussions are now under way with Transparency International on new joint Workshops on Corruption Issues for Broadcasters.
- The CBA Committee asked the Secretariat to look into the feasibility of a Commonwealth TV Channel, possibly delivered initially by internet, and possibly based on cooperation with regional unions running news exchanges, and to report back.
- Discussions about training were held and funds will be sought for Election Training in Ghana, and various other workshops, training and consultancies.
- Following a BBC presentation about **“School Report”**, the Caribbean

Broadcasting Union offered its support to the project and various other organisations also agreed to participate.

- The Global Media AIDS Initiative (GMAI) ran a workshop on ~~the~~ *The Business of Media & HIV/AIDS+* guided by Dali Mpofu, Group Chief Executive of SABC and GMAI Chairman. This highlighted ways in which media organisations could advance the global response to the AIDS pandemic by incorporating HIV-themed messaging across platforms, opening channels of communication, fostering discussion about HIV/AIDS among their audiences and raising public awareness about HIV/AIDS to keep the issue at the top of the policy agenda.

- The Workshop about Measuring the Effectiveness of Health Programming run by the Population Media Centre resulted in interest by several participants in seeing similar social-change programs implemented in their countries. Their President, Bill Ryerson, received invitations by several CBA members to visit their countries to help plan such programs.

- ~~Elenoa Amanaki~~, General Manager, Tonga Broadcasting Commission and Chua Foo Yong, MD Singapore Media Academy, MediaCorp, Singapore, were asked to serve on the Committee as co-opted members.

- The Workshop for Regulators provided an opportunity for regulators to discuss common problems and issues, and led to the setting up of a Regulatory Workshop for the Bahamas in March. Sadly, it has proved impossible to issue a booklet on the sessions, as planned, because of defective recordings made by the local firm hired to do this. However, in addition to use on the CBA website and in the CBA magazine, some texts of speeches were used in publications of the International Institute of Communications.

- Texts of many of the speakers are now on the CBA website and went into the next CBA magazine.

- Abubakar Jijiwa, DG, Voice of Nigeria, was re-elected CBA President.

- The Vice-Presidents elected were Ken Clark, CEO, EM TV, Papua New Guinea, and Mano Wikramanayake, Group Director, MTV Channel PVT Ltd, Sri Lanka.

- Elected to the Committee were: Kingsley Reetsang, General Manager, Engineering Services, Botswana Department of Broadcasting Services, Duraid Quereshi, CEO, Hum TV, Gary Linnane, Head ABC Secretariat, Australia, Syafique Alfonse, DG Management, RTM, Malaysia, Richard Stursberg, Executive VP, English TV, Canadian Broadcasting Corporation, Narayan Rao, Group CEO and Executive Director, New Delhi TV, India, and Lisa de Wilde, CEO, TV Ontario, Canada.

- On the Committee ex officio are Dali Mpofu, CEO, SABC, South Africa, Richard Sambrook, Director Global News BBC, UK, and Anthony Foster, President and CEO, The Broadcasting Corporation of the Bahamas.

- The CBA decided to run a regional Conference for the Pacific, including Australia and New Zealand, in Tonga in 2009. An All-Commonwealth General Conference will be held in Johannesburg in 2010. The Tonga Conference may follow up on issues discussed in Nassau, including Climate Change and Media Freedom.

The CBA is grateful to the following for their support of 23 bursaries for the Nassau conference: The Commonwealth Media Development Fund, DFID, and the BBC World Service Trust. Other sponsors included the Bahamas Ministry of Tourism, the Broadcasting Corporation of the Bahamas, CBC, Gulfcom, the Bahamas Governor General, and the Bahamas Telecommunications Company.

A full account of the Outcomes of the conference can be found at www.cba.org.uk



Julie Curwin, winner of the 2008-9 Commonwealth Short Story Competition

2008-9 Commonwealth Short Story Competition Winners

2008 was another successful year for the Commonwealth Short Story Competition. The overall winner of the competition was Julie Curwin of Canada.

Her story 'World Backwards' was selected as the best story from the Caribbean and Canada region of the Commonwealth and as the winning story of the competition from more than 1700 entries.

Julie is from New Brunswick in Canada and now lives with her husband in Cape Breton in Nova Scotia. A psychiatrist by profession she has a B.A. in philosophy and political science from Mount Allison University, a B.Sc. and M.D. from Dalhousie University, and a diploma in post-graduate medicine (psychiatry) from Queen's University.

Despite her busy profession Julie has found time to write and has already won recognition for her fiction. In 2007 her story 'The Other Side of the Window' was selected as a finalist in The Writers' Union of Canada's Short Prose Competition for Developing Writers. She is currently working on a collection of short stories with medical themes. Prior to taking up writing, Julie had a ten year career as a professional long-distance triathlete, and was a member of Canada's elite national team.

Julie was joined by 25 other deserving winners from the Commonwealth. The other winners include regional winners from the Pacific (Jennifer Mills from Australia), Africa (Taddeo Bwambale Nyondo from Uganda), Asia (Salil Chaturvedi from India) and Europe (Tania Hershman from the UK).

Highly commended winners come from Nigeria, South Africa, Antigua, Australia, New Zealand, Canada, India, Sri Lanka and the UK.

The judges were Nigerian writer Biyi Bandele, Indian writer Jayshree Mishra and UK broadcaster Amber Barnfather.

Pictured on the right are the winners who were able to attend the Commonwealth Short Story presentation evening in London, November 2008



Following is a list of the winners of the 2008-9 Commonwealth Short Story Competition.

Julie Curwin (Canada)
Winner

Story: World Backwards

Salil Chaturvedi (India)
Regional Winner Asia

Story: Bombay Run

Tania Hershman (UK)
Regional Winner Europe

Story: Straight Up

Jennifer Mills (Australia)
Regional Winner Pacific

Story: Jack's Red Hat

Taddeo Bwambale Nyondo (Uganda)
Regional Winner Africa

Story: Die, Dear Tofa

Highly Commended Winners:

Rachna Bisht-Rawat (India)

Story: Munki Mousi

Anjali Purohit (India)

Story: Bitter Harvest

Shahana Chaudhury (India)

Story: Venus in my Garret

Arpan Banerjee (India)

Story: The Dhaba Owner

Vikram Kapur (India)

Story: Auction

Neluka Silva (Sri Lanka)

Story: Our Neighbours

Akinwumi Akinwale (Nigeria)

Story: Uncertainty Principle for Dummies

Uche Peter Umez (Nigeria)

Story: Three Apples

Christo Snyman (South Africa)

Story: Bone meal

Adrienne M Frater (New Zealand)

Story: Purl two... knit three

Peter Court (Australia)

Story: Communication

Sylvie Haisman (New Zealand)

Story: How to Reverse Gravity

Helen Von Randow (New Zealand)

Story: Grete Told Me

Barry Rosenberg (Australia)

Story: Alfred & Priscilla

Claire Brown (UK)

Story: Similes and Metaphors

Judy Hanel (Australia)

Story: Noise! Noise! Noise!

David Hughes (UK)

Story: The Tip

Verity Sharp (UK)

Story: Corporate Entity 21,288 (and Robert)

Hazra C. Medica (Antigua)

Story: The Banana- Stains

Charles M. Anderson (Canada)

Story: The Expedition

Lisa-Anne Julien (Trinidad & Tobago)

Story: Pulling Seine and Catching Souls

The Commonwealth Short Story competition, which is open to all Commonwealth Citizens, is funded by the Commonwealth Foundation and administered by the Commonwealth Broadcasting Association. Copies of the CD compilation of the short stories for audio broadcast are distributed to CBA member stations.

Entrants can submit three original and unpublished short stories of 600 words each. The author must give a declaration to this effect with each entry. Entries must be typed or word processed, and double spaced on one side of the page, with the author's name, address, email and telephone number printed clearly.

Entries for the 2009-10 Commonwealth Short Story Competition should reach the CBA by 11th May 2009. They can be posted to Short Story, The Commonwealth Foundation, Marlborough House, Pall Mall, London SW1Y 5HX or emailed to e.dcosta@commonwealth.int

2008 CBA Awards



New Delhi Television's Software Architect, Kawaljit Singh Bedi, accepting the CBA-IBC Award for Innovative Engineering from CBA Technology Consultant Neil Dormand.

BBC, SBS Australia, All India Radio, Doordarshan (India), and New Delhi Television (India) were the main winners of the Commonwealth Broadcasting Association's Broadcasting Awards for 2008. The awards were presented in Nassau, Bahamas on Thursday 24 January. The prestigious Elizabeth R Award for Outstanding Contribution to Public Service Broadcasting was awarded to Jean-Gabriel Manguy, former head of Radio Australia.

The **CBA-Rolls Royce Award for Exceptional News Feature** was awarded to the **BBC** for the television programme **India's Silk Slaves** which uncovers the disturbing evidence of a form of slavery happening in India today in the silk industry in southern India.

Doordarshan (India) was the winner of the **CBA-World Bank Award for Programmes on Development Issues** with a television programme **God's Own Crops**, reflecting the success story of a group of women farmers who have shown that food sovereignty of agrarian communities is the need of the hour.

The **CBA-UNESCO Award for Science Reporting and Programming** was won by **All India Radio** for the radio programme **The Drop that Counts** - an unusual musical feature for children that deals with the general science of the universe,

The **CBA-Amnesty International Award for Human Rights Programme** was won by **SBS** (Australia) for the television feature **Race for the Beach** - a programme dealing with the struggle of a hijab wearing Muslim girl and 20 other young Muslims to become surf life savers at Sydney's Cronulla beaches in the wake of the anti-Muslim race riots in Australia.

The **CBA-IBC Award for Innovative Engineering** was awarded to **New Delhi Television** (India).

Indian television reporter **Sutapa Deb** of **New Delhi Television** won the **CBA-Thomson Foundation Journalist of the Year Award**, while the **Elizabeth R Award for Exceptional Contribution to Public Service Broadcasting** was awarded to **Jean-Gabriel Manguy**, former head of Radio Australia for his success in trying to promote, strengthen and preserve public service broadcasting even in adverse circumstances.



Rolls-Royce

The Chu Report

The Chu Report was commissioned by the CBA after a Committee decision in Nassau in early 2008. The study deals with the feasibility of the CBA running a TV channel or a news exchange. Research, interviewing and drafting were undertaken by Chu Pui Hing, CBA consultant, between June and September. The report was tabled for discussion in an extraordinary meeting of the CBA Committee in October 2008. The Committee decided that a questionnaire be conducted to gather members' views, which, together with the recommendations of the report, would be presented to the CBA Regional Conference in Tonga for wider consultation.

Commonwealth TV channel

The feasibility study begins by exploring the prospects of a satellite TV channel broadcasting to global audiences. The primary purpose of this is to enhance the Commonwealth's presence in the global television market.

However from the outset it was apparent that funding would be a main problem. The CBA is unlikely to secure government or public sector financial support to sustain such a major undertaking. As a result, the report takes the view that the proposition for a TV channel is laden with risks and uncertainties and should best be shelved for the time being.

Existing news exchanges and method of delivery

News exchanges are in operation in regional broadcasting unions. Both the EBU and ABU exchanges rely on satellite transmission. The EBU operates on two satellite channels, and the ABU conducts a daily 50-minute exchange. There is also an arrangement for the exchange of news material between the two unions on a daily basis. Satellite offers a reliable means to meet deadlines but costs are high.

Many industry experts suggest that file transfer should be considered for a CBA exchange. It is cheaper than satellite, and is the technology of today. In order to examine the reliability of ftp, tests were conducted for this study with the assistance of a London-based technology company. The results show that ftp is still a developing technology in which more investment will result in better and faster solutions. Broadcasters with bigger budgets and advanced technical infrastructure have little problem mastering it, but ftp remains a challenging proposition for many other broadcasters.

Options for a CBA news exchange

- Option one is for CBA members to join an existing scheme, e.g. joining the ABU exchange en bloc.
- Option two is to launch a CBA news exchange using ftp. A portal can be set up for members to upload and download news material under a round-the-clock operation. An essential feature will be a 'browse' facility. Available news items are displayed on the portal, and their high-resolution versions can be down-loaded 'on-demand'.

- Option three is to start discussions with the other broadcasting unions for a joint initiative to launch an ftp portal.

Cost estimates for launching an ftp news exchange

The running cost for a news exchange comprises two components. The bigger portion is for maintaining the operation of the ftp portal, which could be set up anywhere in the world. There is also a need for a small editorial team, which could be based in a lower-cost territory on a contract-out basis. With the help of price indications provided by several technology companies, the minimum level of costs for operating a news exchange is estimated as follows:

- (a) one-off set up cost: £60,000; and
- (b) annual recurrent total: £84,000

Income estimates

Three models for deriving income are discussed in the report, one of which is a mixed model. The success of this option hinges on the implementation of three steps to be taken concurrently . seeking sponsorship, affecting a general subscription increase of not more than 10%, and news members paying a surcharge equivalent to not more than 20% of their annual subscription. The mixed model produces an income range of £53,700 to £97,500. The report sees this as giving the CBA the best chance of launching a news exchange and achieving self-sufficiency financially.

Recommendation

A news exchange, using ftp and contracted out to a lower-cost territory, is deemed feasible and is recommended for the CBA to consider. A pre-requisite for its success is the support of members, in particular those from important CBA regions including North America, the Caribbean, Africa and the Pacific. The perceived gap left by the existing news exchanges will be filled to a large extent, and a ~~super~~ super exchange+, i.e. an arrangement for the exchange of news material with the other broadcasting unions, could be contemplated at a later stage. Decisions are due to be taken at the Tonga Conference in February 2009.

CBA Training 2008



Jasmine Dhariwal, Director of Training, CBA

The CBA is proud to report another successful year of structured workplace and online training.

The CBA have continued to recognize the value and effectiveness of online training courses and have built on this means of training by running 7 online courses this year reaching almost 50 member stations and over 175 participants.

The online courses produced some superb work and the tutors were impressed with the assignments, especially given the level of English of some of the trainees.

The online forum has also proved to be a valuable tool to network with other members as well as post stories and develop debate. All participants at some stage in the training have accessed the forum or left a message.

2008 saw the launch of the first online course in Digital Engineering. Development of the course was made possible because the CBA won the IABM Tom McGann Training Award 2008. Five specialist tutors were involved in the course and all with many years experience in broadcast engineering/IT, management and training.

The CBA continued to work in partnership in 2008 to expand its range of training as well as meet the different needs of its members. Taken overall, in 2008, CBA training reached in total an estimated 380 participants in 64 of its 84 member stations in 48 Commonwealth countries. This was done through workshops, partnerships, consultancies and distance learning.

Even with increasing pressure on funding, the CBA has tried to focus its training to reach and benefit as many member stations as possible.

In November the CBA was able to nominate four young journalists from Lesotho, Nigeria, Sierra Leone and Namibian to attend a five-day development journalism workshop entitled Commonwealth Africa Workshop for young journalists on development journalism. They were put through their paces on critical problems facing the planet and its people. The workshop was funded by the Commonwealth Foundation

The CBA is grateful for the support received from our members and funding organisations to making all this training possible.

The following training was provided to member organisations in 2008:

CBA/CMDF Distance Learning Course in Web Production Level 2

Location: Online
Date: 26th October . 25th January 2008
(online)
Participants: 17
Trainer: David Thomas
Funder: CBA & CMDF



CBA Distance Learning Course Introduction to Change Management

Location: Online
Date: 26th October . 25th January 2008
Participants: 18
Trainer: David Thomas
Funder: CBA & CMDF



CBA/ABID/ABC in Country Workshop on children's TV

Location: Maldives . Male
Date: 25th- 31st January 2008
Participants: 9
Trainer: Ms Margrit Lensseen
Funder: CBA/ABID/ABC

CBA/ BHC Cameroon/FCO Improve Awareness of Climate Change in Cameroon.

Location: Cameroon
Date: 12th . 28th January 2008
Participants . 10
Trainer: Janet Barrie
Funder: CBA/FCO

CBA/CBC/CBU & Canadian High Commission, Guyana Strategic Management/Train the Trainer.

Location: Guyana
Date: 4th . 8th February 2008
Participants: 9
Trainer: Ian Alexander & Juli Lyons
Funder: CBA/CHC/CBU

CBA/AIBD/PTV in Country Workshop on News Production, Pakistan

Location: Pakistan
Date: 11th . 15th February 2008
Participants: 10
Trainer: Nicholas Easen
Funder: CBA/AIBD/PTV



CBA Radio Production Training

Location: Mauritius
Date: 10th . 15th March 2008
Participants: 12
Trainer: Robin White
Funder: CBA

CBA/ABID/Fiji TV Sub-Regional Workshop on Training of Trainers

Location: Fiji . Suva
Date: 31st March . 11th April 2008
Participants: 10
Trainer: Manil Cooray
Funder: CBA/ABID



CBA Train the Trainers

Location: Taiwan
 Date: 8th April. 13th April 2008
 Participants: 12
 Trainer: Robin Britten
 Funder: CBA

CBA, Distance Learning Course in Radio Production

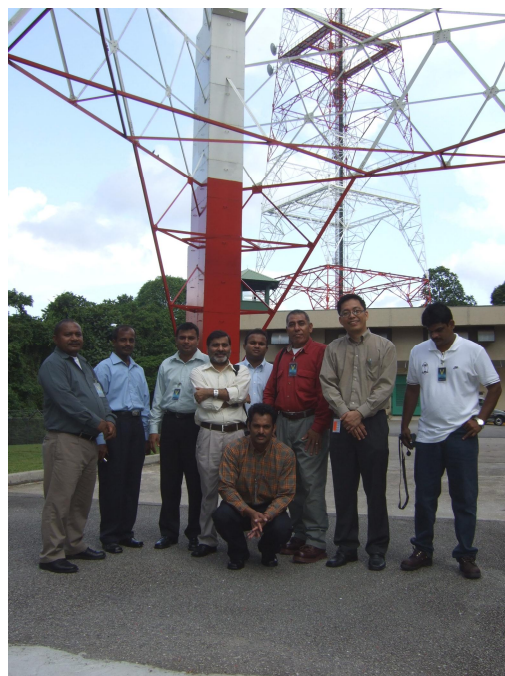
Location: Online
 Date: 28th March 2008 - June 2008
 Participants: 29
 Trainer: Robin White
 Funder: CBA

CBA, Distance Learning Course in Change Management

Location: Online
 Date: 26th October . 25th January 2008
 Participants: 19
 Trainer: David Thomas
 Funder : CMDF

CBA Singapore Ministry of Foreign Affairs Course: "Making the Leap: From Analogue to Digital"

Location: Singapore
 Date: 9th June 2008
 Participants: 10
 Trainer: MediaCorp Training Academy
 Funder: CBA & Ministry of Foreign Affairs Singapore.



CBA Distance Learning Course: An Introduction to Digital Technology

Location: Online
 Date: 4th April . June 2008
 Participants: 20
 Trainers: Neil Dormand, Alan Downie, Andy Benjamin, Peter Harris, Nick Sharwood-Smith, Wendy Miller
 Funder: CBA

CBA & Thomson Foundation Distance Learning Course: Intermediate Website Development

Location: Online
 Date: 9th May 2008 . 25th July 2008
 Participants: 26
 Trainer: David Thomas & Ed
 Funder : CBA & TF

CBA & Thomson Foundation Distance Learning Course: Introduction to TV News Reporting

Location: Online
 Date: 9th May 2008-25th July 2008
 Participants: 26
 Trainer: Tira Shurbert
 Funder: CBA & TF

CBA TV Production Training, London

Location: UK
Date: June- August 2008
Participants: 15
Trainer: Paul Fitzgerald & Jude Cowgill
Funder: CBA

CBA Radio Workshop,

Location: Cayman Islands
Date: 6th October . 10th October 2008
Participants: 9
Trainer: Robin Britten
Funder: CBA



CBA Radio Production Training

Location: Maldives
Date: July 2008
Participants: 9
Trainer: Robin White
Funder: CBA

CBA/AIBD/SABC in Country Workshop on Train the Trainers.

Location: South Africa
Date: 21st July . 1st August 2008
Participants: 10
Trainer: Manil Cooray
Funder: CBA/ABID/SABC

CBA/AIBD/Sri Lanka Rupavahni Corporation in Country Workshop on HIV/AIDS.

Location: Sri Lanka
Date: 8th September . 19th September 2008
Participants:
Trainer: 12
Funder: CBA/ABID

CBA Distance Learning Course: An Introduction to Digital Technology

Location: Online
Date: September 2008 . November 2008
Participants: 22
Trainers: Neil Dormand, Alan Downie, Andy Benjamin, Peter Harris, Nick Sharwood-Smith, Wendy Miller
Funder: CBA

CBA & UNSECO Swaziland Election Training

Location: Swaziland
Date: 25th August . 29th September 2008
Participants: 16
Trainer: Elin Wyn
Funder: CBA & UNSECO



CBA & ER FUND Ghana Election Training

Location: Ghana
Date: 1st September . 5th September 2008
Participants: 12
Trainer: Elin Wyn
Funder: CBA & ER Fund

CBA Delta Technical Engineering Workshop, London

27th . 31st October 2008
Location: London
Date: 27th October . 31st October 2008
Participants: 7
Trainer: Neil Dormand
Funder: CBA

Commonwealth Africa workshop for Young Journalists on Development Journalist & the MDGs with particular Focus on Climate Change

Location: Dar es Salaam , Tanzania
Date: 3rd to 7th November 2008
Participants: 20
Trainer: Rob Jamieson
Funder: Commonwealth Foundation & CPU

CBA/AIBD in Country Workshop on Convergent Journalism.

Location: India
Date: 17th to 21st November 2008
Participants: 10
Trainer: Dr John Cokley (PhD)
Funder: CBA & AIBD

CBA/AIBD/BBC/Radio Television Brunei in Country Workshop on New Media -

Location: Brunei
Date: 28th October . 30th October 2008
Participants: 14
Trainer: Ian Myatt
Funder: CBA /AIBD/RTB

CBA Radio Journalism, Training Manx Radio, Isle of Man October 2008

Location: Isle of Man
Date: 4th November . 6th November 2008
Participants: 10
Trainer: Julie Barton
Funder: CBA



CBA Bursaries 2008-2009

The bursars use the bursaries for up to 2 weeks travel to another Commonwealth country or broadcasting organisation to enhance and share their skills and knowledge as well as pursue a project which will benefit their organisation and their society.

The CBA awarded the 2008-09 Travel Bursaries to the following people:



Anna Ah-wan of Seychelles Broadcasting Corporation

Anna Ah-wan will be travelling to the Maldives to study the success of water management and to what extent this success can be introduced in similar island states. She will use her travel bursar to produce a 13 part series on water conservation.



Ganiyat Oluwabukola Tijani of Voice of Nigeria

Ganiyat Oluwabukola Tijani will use the bursary to research how media can promote tourism development in Africa. She will use Mauritius as a case study and look at how tourism has contributed towards the economic growth & development in Mauritius.



Rajkumar Robindro Singh of Doordarshan, Manipur India

Rajkumar Robindro Singh is undertaking a comparative study of living with HIV/AIDS in India and South Africa and will produce a mini documentary on the study. He will also research how media in both countries portray people living with HIV/AIDS.



Conroy Prendergast of Cable News & Sports, Jamaica

CNS in Jamaica is on the verge of broadcasting live programmes, Conroy Prendergast will use the CBA travel bursary to travel to Trinidad where he will develop his knowledge of live broadcasting in studio and outside broadcasting.



Peter Parussini of TVNZ, New Zealand

Peter Parussini is interested to review telecommunication and broadcasting regulations. He will use the CBA bursary to make comparative studies of broadcasting regulations.



Eunice Chipangula, Malawi

Eunice will use her bursary to travel to Barbados to study the operational structure of the Caribbean Broadcasting Corporation and the way that TV and radio work together. She would also like to develop links between CBC, MBC and Television Malawi through which an exchange of staff and programmes could be brought about.



Charles Mangwiro of Radio Mozambique

Charles used his bursary to travel to Mauritius to explore Climate Change and how best to disseminate the information to communities and raise awareness through media reporting.



Kenneth Mkandawire of Malawi Broadcasting Corporation

Kenneth travelled to SABC in South Africa so he could gain experience the process of migrating from analogue to digital as Malawi Broadcasting Corporation the national public radio broadcaster is in the process of migrating from analogue to digital.

Chris Oliver-Taylor of Australia Broadcasting Corporation

Chris took part in a number of workshops and management training at the Edinburgh Festival as part of the Fast Track programme.

The travel bursaries are funded by the CBA in partnership with the Commonwealth Foundation, the Elizabeth R Broadcasting Fund and the Grace Wyndham Goldie Trust Fund.

CBA Red Bee Bursary

The CBA Red Bee Bursary for Broadcast Designers was awarded to Sakshi Sahani of NDTV, India.

Bursaries to visit IBC

Bursaries to visit IBC were awarded to Samantha Jayadheera, Head of the Developments, ICT, Sri Lanka Rupavahini (TV) Corporation and Fitzroy Prendergast, Cable News & Sports, Jamaica.



Fatmatta Kamara



Hyde Haguta



Natasha Jha

MA Bursaries

Fatmatta Kamara of Sierra Leone Broadcasting Service and Hyde Haguta of Zambia National Broadcasting Corporation were awarded the bursaries to study MA in International Journalism at the City University and the University of Westminster respectively. Natasha Jha of Lok Sabha Television, India has been awarded the 2008-2009 Bursary for studying for an MA in Public Policy at the University of Brunei.

CBA Senior Management Bursaries

Lockhanand Bacchoo, Deputy Director of Mauritius Broadcasting Corporation and James Mather, Chief Executive officer of Maori Television were awarded Senior Management Bursaries to attend the two week Advanced Management Programme at QueensqCollege, Cambridge.

CBA- Thomson Bursaries



Chandra Shekher of Lok Sabha Television, India was awarded a bursary to attend a 3 month documentary course in Cardiff.



Miloni Bhatt of NDTV, India was awarded a bursary to attend a three month summer course in Broadcast Journalism at the Thomson Foundation in Cardiff.

The CBA-DFID Broadcast Media Scheme

The recent economic crisis has provided a real reminder of just how interconnected the world really is. As a result broadcast audiences tell us that they want to know more about the wider world in order to become engaged and effective global citizens. Real players in the real world.

For the past seven years the CBA-DFID Broadcast Media Scheme - or BMS as it is increasingly becoming known - has facilitated improved international programming in the UK. With funding from the UK Government's Department for International Development [DFID], the scheme has worked with UK producers to enable broadcasters to reflect more than just a domestic or U.S. viewpoint to audiences here in the UK. The scheme also aims to support programmes that show how people actually live their lives, rather than just reporting the same old stereotypes!

The scheme also aims to work with internationally based producers and broadcasters - supporting and encouraging programme makers in the wider world to gain access to the international television market place. In May 2008 the scheme collaborated with DFG [Documentary Film Makers Group], INPUT, and the Thomson Foundation to run a workshop for producers in Southern Africa. The two day creative workshop 'Made in Africa' culminated in a live pitching event with the 3 successful producers being granted funding to attend a three month documentary course with the Thomson Foundation in Cardiff. With the further support of Tigress Productions the producers created a series of short films which will be shown this spring in the UK, at peak time on Channel4.

To further promote networking between producers internationally, Raymond Clarisse, from SBC in the Seychelles, was funded to attend 'Fast Track' the special scheme for young programme makers at the Edinburgh International TV Festival in August.



South African Producer Mayenzeke Baza, who was awarded a 3 month documentary training course during 'Made in Africa'.

The autumn of 2008 was a busy time for the scheme staff with a visit to the project base at the University of East Anglia in Norwich by DFID Minister, Ivan Lewis M.P. and his team. The Minister watched presentations from producers funded via the scheme and met students on the University's new Masters course in Media and International Development. The scheme also partnered the International Broadcasting Trust [IBT] to host an evening debate in parliament about international coverage hosted by DFID Minister Mike Foster M.P.

At 'Doc Fest' the annual International Documentary Festival in Sheffield the scheme hosted a major evening event. More than 600 producers attended, watching a screening of clips from many of the programmes that have been developed with assistance from the project in the past seven years. The event also included a panel discussion about the issues of 'Reflecting the Real World' to audiences.

The CBA-DFID Broadcast Media Scheme is currently awaiting confirmation of a further funding phase from [DFID].

CBA International Programme Bank

The CBA International Programme Bank continues to offer rights free programmes to members and this year there was a flurry of interest as the CBA entered a partnership with the Vienna Philharmonic Orchestra. Many broadcasters who hadn't signed up for programmes before took the opportunity to sign the Terms and Conditions and receive either via satellite or tape this amazing, high quality production. Feedback is sought from users on reactions to this programme.

The Programme Bank Manager Lisa Stribbling, ended her time as a consultant with CBA in November in order to give birth to a new baby girl Stella Rose. Adam Weatherhead at the Secretariat is now taking over from Lisa, and Adam is now the first point of contact with queries regarding the Bank.

The Programme Bank was born out of a request from members to be able to exchange and access high quality programming. The legal documents surrounding use [either donations to or borrowing from] the Bank have taken a great deal of time and effort to draw up and we have ensured that although they are secure, they are as straightforward as they can possibly be in terms of jargon. So members are urged to sign up or as we say here in the UK.. **Use it or Lose it!**

The Bank is accessed via the CBA website www.cba.org.uk/progbank. Signing up for the Bank only takes a few minutes and members can then look at what programmes are freely available for license in their territory. The CBA would also like to hear from people who want to donate programmes and feedback is requested as to what programmes members would like to see in the Bank.

Pick of the Commonwealth

This is a monthly half hour radio programme about the Commonwealth, presented by Robin White. The BBC World Service used four editions, retitled "Tales from the Commonwealth". The CBA is grateful to the Commonwealth Secretariat for the support of this programme. It can be downloaded for transmission from the CBA website (www.cba.org.uk) or via the WRN satellite network.

Technology

This year saw the launch of the online distance-learning course "Introduction to Digital Technology". Following completion of its development the first course ran in April for 12 weeks with a second course in September. Because of the diversity of the subject 5 tutors and an administrator are involved. The course is split into 11 modules that range from the fundamentals of digital technology to practical planning, project management and infrastructure management.



A lecture taking place as part of the CBA Singapore Ministry of Foreign Affairs Course, "Making the Leap: from Analogue to Digital", Singapore, June 2008.

In all 42 people started the courses with 85% gaining completion certificates, which is extremely good for a course as demanding as this. These courses were made possible due to the CBA winning the 2008 IABM Tom McGann training award.

In the summer 10 engineers from member organisations attended a two-week course run by the Singapore Media Academy. "Making the Leap: from analogue to digital" was organised jointly with the Singapore Ministry of Foreign Affairs and was based on the successful course previously specified by the CBA.

The Technical Forum which runs on the CBA website has grown considerably this year. It now has 45 registered members and 10 new topics were started during the year. It is interesting to note that most of these related to the use of the Internet to distribute radio programmes. In addition to the Forum, advice on technology matters has been provided directly to a number of members. This has ranged from advice on the suitability of specific equipment and where to buy it to two day consultancies on the whole issue of moving to digital technology.



Again the CBA was given a stand at the IBC exhibition, which had a record attendance of over 49,000 people. The CBA stand proved very popular both as a base for visitors from member companies and with people interested in the work of the Association. Many useful contacts were made during the show, some of which have since benefitted the CBA.

Pictured from left is CBA Project Manager, Adam Weatherhead, and CBA Consultant, Alan Downie, manning the CBA stand at the IBC exhibition, September 2008.

CBA History

The CBA traces its roots to a Broadcasting Conference for Canada, Australia, South Africa, India, New Zealand and the United Kingdom on February 15th 1945. This brought together representatives of the broadcasting organisations that had co-operated closely in reporting the Second World War and was held in the Council Chamber of Broadcasting House in London.

The title Commonwealth Broadcasting Association was adopted in Malta in 1974 as well as a CBA charter which set out the principles and aims of the association, stipulating that membership shall be open to publicly owned national public service broadcasting organisations, which are responsible for the planning, production and presentation of broadcast programmes in Commonwealth Countries. This was modified in 1995 to allow for membership of commercial companies with a commitment to public service broadcasting and to allow for affiliate membership. A new constitution was adopted at this time.

Following the first conference in Britain in 1945, a subsequent meeting was again held in Britain in 1952 and then in Australia (1956), India (1960), Canada (1963), Nigeria (1965), New Zealand (1968), and then on a regular basis every two years continuing with Jamaica (1970), Kenya (1972), Malta (1974), Singapore (1976), Mauritius (1978), Australia (1980), Canada (1982), Hong Kong (1984), Britain (1986), The Bahamas (1988), Cyprus (1990), Botswana (1992), Canada (1994), Malaysia (1996), Gibraltar (1998), South Africa (2000), Manchester (2002), Fiji (2004), Delhi (2006) and Nassau (2008). The next Conference is for the Pacific Region, and takes place in Tonga, in February 2009.

Past Presidents:

Laurent Picard, President, CBC Canada (September 1974 . July 1975)
Sir Talbot Duckmanton, General Manager, ABC, Australia (December 1975 . June 1982)
George Bako, OON, Director General, FRCN, Nigeria (June 1982 . November 1984)
Alasdair Milne, Director General, BBC, UK (November 1984 . January 1987)
Sir Michael Checkland, Director General, BBC, UK (March 1987 . September 1988)
Cheung Man-Yee, Director of Broadcasting, RTHK, Hong Kong (September 1988 . October 1992)
Mohammed Ibrahim, Director General, NTA, Nigeria (October 1992 . November 1995)
Shashi Kant Kapoor, Director General, AIR, India (November 1995 . August 1996)
DatoqJaafar Kamin, Director General, RTM, Malaysia (August 1996 . May 1998)
Govin Reddy, DGCE, SABC, South Africa (May 1998 . July 1998)
George Valarino, General Manager, GBC, Gibraltar (July 1998 . October 2000)
Robert Emmett O'Reilly, Exec. Director, RCI and International Relations, CBC Canada (October 2000 . June 2001)
George Valarino, General Manager, GBC, Gibraltar (July 2001 . 2006)
Abubakar Jijiwa, DG, VON, Nigeria (2006 . present)

