

COMMONWEALTH BROADCASTER HANDBOOK

2010



Commonwealth Broadcaster Handbook & Directory 2010

The annual list of CBA member organisations and other key broadcasting bodies in the Commonwealth, and the handbook of the CBA.

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Namibian Broadcasting Corporation and
Population Media Centre, USA.
PMC has been working in northern Nigeria for four years now,
and has produced and broadcast two radio serial dramas aimed
at delaying the age of marriage and childbearing, improving the
status of women, encouraging girls' education, preventing
HIV/AIDS, and encouraging the use of family planning. This girl is
just one of the millions of listeners that tune in every week for
PMC's highly engaging and life changing programs. For more
information, visit www.populationmedia.org

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Abubakar Jijiwa, President, CBA, and DG Voice of Nigeria

THIS HAS BEEN A FANTASTIC YEAR FOR THE CBA. WE WON THREE AWARDS. ONE WAS THE FRIENDS OF CANADA AWARD, WHICH IS FOR INTERNATIONAL LEADERSHIP.

It came with a grant of CN\$5000 to spend on research. As a result, the CBA commissioned research into the needs of its members which will be the basis for plans for future development. CBC in Alberta also won a Friends of Canada Award, in the Canadian category. The second award, The IABM Tom McGann Training Award 2010, came with an even bigger cash grant, this time for £20,000. This is the third time that the CBA has won this Award. The funds will be spent on three distance learning courses for broadcasting engineers which will once again be in the competent hands of the CBA's Technical Adviser, Neil Dormand. It will be web- and e-mail based. The third award comes from the AIBD in Malaysia. It will be presented in May 2010 in Beijing and is in recognition of the CBA's role in helping with the setting up of the proposed Institute for Broadcasting Development.

I am pleased that the CBA continued to work for Media Freedom throughout the year, publishing a booklet for the Tonga Conference on Covering Elections in Small States. It also covered media freedom issues regularly on its website and in its magazine, and took a particular interest in events in Fiji. With the suspension of Fiji from the Commonwealth, all the CBA members in Fiji lost their Full Membership, as this is only open to organisations in Commonwealth countries. This is not only in line with standard practice, but is also in keeping with the CBA's principled stand on encouraging democratic norms and good governance. It is however heart-warming that, notwithstanding developments in Fiji, some CBA Fiji members have opted to continue as Affiliates, for which there is no requirement that they are in a Commonwealth country. This involves a loss of certain membership benefits, but means that the CBA can still keep in touch with its members there, and assist them from time to time. It also offers us the opportunity to monitor the pulse of democratisation in that country.

In November the CBA published a pamphlet based on original research called "Guidelines for Broadcasters on promoting User-Generated Content and Media Information Literacy". This was suggested by UNESCO which supported the study. The author is Martin Scott, a Lecturer at the University of East Anglia, who pulls together how broadcasters round the world are now using material sent in by the public, and how best to handle such materials. The CBA magazine, Commonwealth Broadcaster continued to inform broadcasters round the world about developments in the industry – for some it is the only broadcasting magazine they see, and it updates them with specialist information that is otherwise hard to obtain. The monthly radio programme Pick of the Commonwealth, and the CD of the 26 winning Commonwealth Short Stories, for broadcast, continued a tradition of high quality output for broadcast. On the training front – which is especially close to my heart, and which has been a major priority for me at Voice of Nigeria – the CBA has continued to innovate and develop. Much of its work is now done by Distance Learning. The CBA is a leader in the use of this format for the training of broadcasters. In cooperation with the CTO, and using some technology developed by the Commonwealth of Learning in Vancouver, the CBA launched its first self-directed course. This stays up on the website and can be completed at any time by the student, with the PC correcting all his or her answers. The CBA is a pioneer in this aspect of broadcasting training, which can train large numbers in the most cost effective way possible.



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

THE CBA HAS NOW BEEN ACCREDITED BY MATRIX. THE MATRIX STANDARD IS THE UK NATIONAL QUALITY STANDARD FOR ANY ORGANISATION THAT DELIVERS INFORMATION, ADVICE AND/OR GUIDANCE ON LEARNING AND WORK. THE PROCESS HAS TAKEN OVER A YEAR AND HAS IMPROVED THE CBA'S POLICIES AND PRACTICES, LEADING TO MUCH MORE OPEN INFORMATION.

Much of this is now on our website, and we now encourage a more interactive relationship with our membership. There will shortly be a professionally conducted survey of our members' views and needs. We are able to do this out of the funds from our Canadian Award.

2009 saw the CBA run a lively Regional Conference in Tonga, on the theme of 'Broadcasting for a Better Tomorrow'. There were workshops on Regulatory Issues, Management, Climate Change and Technical Developments. The Climate Change Workshop led to the adoption of a Memorandum of Understanding through which the broadcasting organisations present committed to use airtime to cover the issues and to help advance action to slow down the changes. There was also coverage of some of the special media freedom problems in the Pacific and Human Rights, Diversity and Gender Issues, and Material Generated by the Public, as well as Sports Rights.

The CBA-DFID Broadcast Media Scheme continued to work well, with an increasingly high profile in the UK. The CBA continued to try to set up its proposed News Exchange, but it proved slow getting some necessary agreements. An innovation on the training front continued with more effort going into Distance Learning. The CBA launched its first course – on Change Management – which will be permanently on the CBA website, and which does not need a live tutor.

The CBA used its Disaster Fund to give a modest grant to Samoa Quality Broadcasting Corporation which suffered some damage from the earthquake and tsunami. It is being used to help restore a decoder and transmitter located at Lepa, as these were washed away.

Membership stayed relatively stable, despite the economic downturn, with 107 members at the beginning of the year and 100 at the end. CBA staffing was also stable; with no changes except that researcher Mandy Turner was added to the team on a contract basis to help with arrangements for both the Tonga and Johannesburg Conferences. On the financial side, the CBA ended its policy of drawing on its reserves to fund new projects and finished 2009 with a modest surplus on the activities for the year. It continues to hold a useful reserve.

The CBA has been grateful over the year for assistance in much of its work from various partners. These include DFID, AusAid, the Commonwealth Secretariat, the Commonwealth Foundation, UNESCO, the BBC World Service Trust, the AIBD, and British High Commissions. Without their help, many CBA projects we completed could not have been carried out.

CBA EXECUTIVE COMMITTEE CBA SECRETARIAT

CBA EXECUTIVE COMMITTEE

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

Executive Committee Members

Syafiq Al Fonse, Director General, Management,
Radio Television Malaysia
Nanise Fifita, A/General Manger, Tonga Broadcasting
Commission
Lisa de Wilde, CEO, TVO, Canada
Gary Linnane, Head, ABC Secretariat, Australian
Broadcasting Corporation
Phil Molefe, GM, International Relations, South African
Broadcasting Corporation
Narayan Rao, CEO / Executive Director, NDTV,
India Kingsley Reetsang, Chief Engineer, Department
of Broadcasting Services, Botswana
Richard Sambrook, Director BBC World Service &
Global News, UK
Richard Stursberg, Executive Vice-President,
English TV, Canadian Broadcasting Corporation
Duraid Quereshi, CEO, Hum TV, Pakistan

CBA SECRETARIAT

Secretary-General

Elizabeth Smith O.B.E.

Deputy Secretary-General & CBA-DFID

Projects Director

Sally-Ann Wilson

Director of Training & Bursaries

Jasmine Dhariwal

Project Manager

Adam Weatherhead

Researcher

Mandy Turner

CBA-DFID Project Managers

Marion Simpson

Linda Hutchings

Technical Advisor

Neil Dormand

Finance Consultant

Mervyn Warner



THE CBA HAS 100 MEMBERS IN 51 COUNTRIES.

FULL MEMBERS

72 members

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
Ghana Broadcasting Corporation
Skyy TV and Radio, Ghana
Gibraltar Broadcasting Corporation
Grenada Broadcasting Network
National Communications Network Inc., Guyana
All India Radio (Prasar Bharati)
Doordarshan (Prasar Bharati), India
Lok Sabha Television, India
New Delhi Television Limited, India
CVM Communications Group, Jamaica
RJR Communications Group, Jamaica
Kenya Broadcasting Corporation
Nation Broadcasting Division, Kenya
Lesotho National Broadcasting Service
Malawi Broadcasting Corporation
Radio Television Malaysia
Maldives National Broadcasting Corporation
Mauritius Broadcasting Corporation
Radio Montserrat
Independent Television of Mozambique
Radio Mozambique
Soico Television, Mozambique
Televisao De Mocambique
Namibian Broadcasting Corporation
Maori Television, New Zealand
Radio New Zealand
Television New Zealand Limited
Channels Television, Nigeria
Federal Radio Corporation of Nigeria
Gateway Radio, Ogun State Broadcasting, 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
Samoa Quality Broadcasting Corporation
Seychelles Broadcasting Corporation
Sierra Leone Broadcasting Service
One News Limited, Solomon Islands
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

28 members

Alphabetically by country:

Caribbean Broadcasting Union, Barbados
 National Broadcasting Board, Botswana
 Radio Television Hong Kong, China
 Fiji Television Limited
 The Secretariat of the Pacific Community, Fiji
 Gibraltar Regulatory Authority
 Press TV, Iran
 The Creative Production & Training Centre Ltd., Jamaica
 Lesotho Communications Authority
 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
 Singapore Media Academy
 National Association of Broadcasters, South Africa
 Sentech Ltd, South Africa
 Southern African Broadcasting Association, South Africa
 Public Television Service, Taiwan
 Radio Taiwan International

Tanzania Regulatory Authority
 Government Information Service, Trinidad and Tobago
 Red Bee Media, UK
 The Thomson Foundation, UK
 WRN, UK
 International Academy of Television Arts & Science, USA
 Population Media Centre, USA

MEMBERSHIP CHANGES

New Full Members

EM TV, Papua New Guinea
 One News Television, Solomon Islands
 Skyy TV and Radio, Ghana

New Affiliate Members

Fiji Television Limited (previously Full Member)
 Press TV, Iran
 Lesotho Communications Authority
 National Broadcasting Commission, Nigeria (rejoined)
 Singapore Media Academy
 Red Bee Media, UK

Resigned during 2009

Communications Fiji
 Fiji Broadcasting Corporation
 CNN-IBN, India
 Times Global Broadcasting, India
 MediaCorp TV, Singapore
 Ofcom, UK
 VT Communications, UK
 Sony Professional Solutions Europe, UK

Suspended at the end of 2009

Antigua and Barbuda Broadcasting Service
 Cable News and Sport, Jamaica
 Radio Kiribati
 Delta Broadcasting Service, Nigeria
 Jigawa Broadcasting Corporation, Nigeria
 Borno Radio Television Corporation, Nigeria

OBJECTIVES OF THE CBA



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.

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 CBA members and affiliates 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 £1,500 each.
- Access for all developing world members and affiliates to the CBA-Thomson bursary, worth £4000, for their course in documentary-making.

- Right to submit one free entry in each category for the CBA Awards.
- 10% off the cost of advertising in CBA Publications.
- Access to the CBA Programme Bank for TV material for broadcast.

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. Access to free or subsidised training is as advertised. They can apply for CBA Awards and travel bursaries, and get 10% off the cost of advertising in CBA publications.

Funding

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

Publications, Programmes and the CBA News Exchange

In February, the CBA launched "Covering Elections in Small States" by Mary Raine and in November it published "Guidelines for Broadcasters on promoting User-Generated Content and Media Information Literacy". The latter was suggested by UNESCO who supported the study. The author is Martin Scott, a Lecturer at the University of East Anglia, who pulls together how broadcasters round the world are now using material sent in by the public, and the best ways of handling this. "Pick of the Commonwealth", the CBA's monthly radio programme, continued throughout the year, with the presenter, Robin White, reporting on the People's Forum in Trinidad, and the Commonwealth Heads of Government Meeting in November. Efforts were made to launch the CBA News Exchange but at the time of going to press, agreements had not been finalised.

CBA AWARDS 2009 COMMONWEALTH SHORT STORY COMPETITION



Murray Green, ABC, accepts the CBA-IBC Award for Innovative Engineering from Neil Dornand, CBA Technical Advisor



Javad Mottaghi, AIBD, receives the 2009 Elizabeth R Award for an Exceptional Contribution to Public Service Broadcasting from Elizabeth Smith, CBA Secretary-General

Elizabeth R Award for Outstanding Contribution to Public Service Broadcasting

Winner: Javad Mottaghi, Director, Asia-Pacific Institute for Broadcasting Development

The CBA-Rolls-Royce Award for Exceptional News Feature

Winner: Canadian Broadcasting Corporation for The National – Moshe and Munir

CBA-World Bank Award for Programmes on Development Issues

Winner: New Delhi Television for Witness: Hungry Tribal Women

CBA-UNESCO Award for Science Reporting and Programming

Winner: All India Radio for Favour Begets Fortune

CBA-Amnesty International Award for Human Rights Programme

Winner: BBC World Service for Taxi to the Dark

CBA-IBC Award for Innovative Engineering

Winner: Nathaniel Clarke, Australian Broadcasting Corporation for Nat's Box Of Tricks

CBA-Thomson Foundation Journalist of the Year Award

Winner: Owen Bennett-Jones, BBC World Service

2009 Commonwealth Short Story Competition

Overall Winner and regional winner Canada and Europe

Jennifer Moore (UK) for "Table Talk"

Regional Winner for Africa

Kachi A. Ozumba (Nigeria) for "The One-Armed Thief"

Regional Winner for Asia

Manasi Subramaniam (India) for "Debbie's Call"

Regional Winner for the Caribbean

Alake Pilgrim (Trinidad & Tobago) for "Shades"

Regional Winner for the Pacific

Terri-Anne Green (Australia) for "The Colour of Rain"

The winners of Highly Commended stories are:

Juliet Barnes (Kenya) for "Broken Glass"

Ayobami Adebayo (Nigeria) for "Dreams"

Akinwumi Akinwale (Nigeria) for "LIFO"

Mbofung Carlang Ndubuisi (Nigeria) for "The Father's Blessing"

Becky Apteker (South Africa) for "The Sound of One Hand Clapping"

Soraya Sunitra Kee Xiang Yin (Malaysia) for "Light After Death"

Archana Mohan (India) for "The American"

Praveena Shivram (India) for "Neer (Water)"

Arjun Sudhir (India) for "The Visit"

Abeer Yusria Hoque (Bangladesh) for "On Growing"

Vanessa Savage (UK) for "The Seasons"

Dave Pescod (UK) for "All Embracing"

Minoli Salgado (UK) for "Too Many Legs"

Judith Allnatt (UK) for "Hiding in the Cracks"

Princeton Ebanks (Jamaica) for "Caramel"

Barbara Jenkins (Trinidad and Tobago) for "No News is Good News"

Heidi N Holder (Trinidad and Tobago) for "Love Story No 8 – Jane and Philip"

Corinne Pentecost (Australia) for "Synchronicity"

Felicia Willows (Australia) for "You Can't Miss It"

Adrian Ziino (Australia) for "Fifteen Minutes of Heart Failure"

Lisa Merrifield (Australia) for "Into the Deep"

Online Distance Learning:

Introduction to Change Management for Broadcasters
When: January – March

Workshop: TV News Anchoring in International Styles

When: April
Where: Mauritius
Additional funding: AIBD

Consultancy: Editorial Guidelines

When: April – May
Where: Maldives
Additional funding: MBC

Co-production: “I am...”

When: April – December
Where: Tunisia, Malaysia, South Africa
Additional funding: AIBD, SABA, ASBU, French Government, CBFA

Advanced Workshop: Television Skills & Production

When: May
Where: Nigeria
Additional funding: Channels TV

Online Distance Learning: TV News Reporting & New TV Technologies

When: May – July
Additional funding: Thomson Foundation

Workshop: Scriptwriting & Producing Children’s Programmes

When: June
Where: Jamaica
Additional funding: Prix Jeunesse

Development Workshop: Inter-Ethnic & Conflict

When: June
Where: Nairobi, Kenya
Additional funding: UNESCO, Commonwealth Foundation

Online Distance Learning: Radio Journalism for the Internet Age

When: July – September
Additional funding: Thomson Foundation

Development Workshop: Good Governance and Investigative Reporting

When: August
Where: Trinidad
Additional funding: Commonwealth Foundation, CBU, TV6

Consultancy: Radio

When: August – September
Where: KBC, Kenya

Workshop: Non Linear Editing

When: September
Where: Colombo, Sri Lanka
Additional funding: AIBD

Workshop: Video Journalism

When: October
Where: Bandar Seri Begawan, Brunei
Additional funding: AIBD

Online Distance Learning: Web Development Course

When: October – November

Workshop: Natural Disasters

When: November
Where: India
Additional funding: AIBD

Consultancy: Transition to Digital Television Broadcasting & Project Management

When: November
Where: Sri Lanka
Additional funding: AIBD

Workshop: New Media Technologies

When: November
Where: Sri Lanka
Additional funding: AIBD

Workshop: TV News Anchoring

When: December
Where: Islamabad, Pakistan
Additional funding: AIBD

Workshop: Programmes for Children’s TV

When: December
Where: Maldives
Additional funding: AIBD

Workshop: Educational Programmes for TV

When: January, 2010
Where: Bangladesh
Additional funding: AIBD

Introduction to Management Change

Self directed online course that runs year round

Media Forum for TV & Radio

Online forum that runs year round



Travel Bursaries

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. They went to:

Chris Oliver-Taylor, ABC, Australia; Anna Ah-wan, Seychelles Broadcasting Corporation; Ganiyat Oluwabukola Tijani, Voice of Nigeria; Rajkumar Robindro Singh, Doordarshan, Manipur, India; Peter Parussini, TVNZ, New Zealand; and Cassius Lamwa, MBC, Malawi.

MA Bursaries

The CBA Chevening MA bursaries, with additional support from the University of Westminster, City University, Goodenough College, International Student's House and the British Council, were awarded for 2009-10 to:

Ms Melesiana Phiri Chibwe, Zambia National Broadcasting Corporation (MA in International Journalism, City University, London); and Ms Lilian Mwangeli Muendo, Kenya Broadcasting Corporation (MA in Media Management, Westminster University, London).

The CBA Bursary funded by the University of Brunei was won for 2009-10 by:

Ms. Maya Luchmun, News Editor, Mauritius Broadcasting Corporation (MA in Public Policy, University of Brunei).

CBA Bursaries

Bursaries to attend the IBC Conference in Amsterdam were awarded to:

Tharaka Mohotty, MTV Channel in Sri Lanka and Ghulam Haider, Pakistan Broadcasting Corporation.

CBA-DFID Broadcast Media Scheme Bursaries

Daniel Bourré, Producer/Director for Children and Youth, TVO, Canada, and Charles Molusi, Consumer Marketing Executive, e.tv, South Africa, both received a bursary to attend the Edinburgh TV Festival and participate as Fast Track Delegates.

Technology

After a rather quiet year for technology it was with much excitement that the CBA won the IABM Tom McGann training award 2010. A presentation was made to the CBA at the IABM annual conference on December 3rd. This award was last won by the CBA in 2008 when it was used to develop the distance learning course "An introduction to Digital Technology". Following the two courses we ran in 2008, lack of resources meant that we were unable to run any in 2009 even though we had a long waiting list. This award, which is for £20,000, was made to us to enable us to run three courses in 2010 thereby providing a training opportunity for a further 75 engineers.

The Technical Forum which runs on the CBA website has shown steady progress and is a useful resource for members. There is room for more active members and the more experiences that are aired on the Forum increases the benefit to all that use it. This year we have developed a technical distribution list for electronic communications such as Update. This has proved very rewarding with an increase in entrants to the Innovative Engineering awards and course applications.

Once again the CBA was given a stand at the IBC exhibition in Amsterdam in September. 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. It is useful to have a stand in the exhibition as it enables contact to be made with equipment manufacturers, which often turn out to be of benefit to the CBA.

CBA International Programme Bank

The CBA International Programme Bank continues to offer 'rights free' programmes to members. In 2009 the CBA's special partnership with the Vienna Philharmonic Orchestra enabled many audiences throughout the Commonwealth to enjoy the stunning spectacle of the orchestra's New Year concert and Summer Night concert. 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.

It was CBA members who requested that the Secretariat set up The Programme Bank so that they could exchange and access high quality programming. The legal documents surrounding use (either donations to or borrowing from) of 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!' Adam Weatherhead is now the first point of contact with queries regarding the Bank.

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 will be reviewing the Programme Bank in 2010 and 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.



"The Hunger Season" (Beardie Finzi)

The CBA-DFID Broadcast Media Scheme

For the past eight years the CBA-DFID Broadcast Media Scheme - or 'BMS' as it has become known - has facilitated improved international programming in the UK. With funding from the UK Government's Department for International Development [DFID], the scheme promotes international coverage supporting producers so that they are able to develop programme ideas in the wider-world. This, in turn, enables broadcasters to reflect more than just a domestic or U.S. viewpoint to audiences here in the UK. Strong international stories are at the heart of programmes that receive funding from the scheme, stories that show how people actually live their lives, rather than just reporting the same old stereotypes!

'Moving to Mars', a film produced by Karen Katz and Matt Whitecross was such a film. The film, which opened this year's Sheffield International Documentary festival, followed two Karen families, refugees from Burma living in a Thai camp, as they prepared to move to Sheffield in the UK. Karen developed the film with funding from the scheme. Three of the other major films premiered at Sheffield this year had also been supported by the scheme; 'Only When I Dance, The Blood of the Rose and Cubas Boxing Boys.

In June a new research publication 'The World in Focus', published in collaboration with our partners, The International Broadcasting Trust, was launched. Once again the research highlighted how audiences no longer view the world in terms of 'domestic' and 'international', they want to see engaging programmes that enable them to make better sense of the world.

The scheme also aims to work with internationally based producers and broadcasters - supporting and encouraging international programme to gain access to the international television market place. We are always working to promote networking between producers internationally and this year Charles Molusi, from ETV in South Africa, was funded to attend 'Fast Track', the special scheme for young programme makers at the Edinburgh International TV Festival in August.

Earlier this year the scheme was highly praised in a DFID external review. As a result we are awaiting confirmation from DFID of a further funding phase to enable us to continue our work.

REGIONAL CONFERENCE FOR THE PACIFIC, TONGA 9-13 FEB 2009



Broadcasting for a Better Tomorrow

Over 100 people from the Pacific Region and all round the Commonwealth attended the Conference. There were delegates from virtually all the Commonwealth Pacific Islands and Australia and New Zealand. There were also participants from South Africa, Sri Lanka, India, Canada and the UK. The Conference had an excellent and informative session on "The Role of Guidelines in Political Reporting and Election Coverage". In recognition of the special difficulties experienced by small states, the CBA launched at the Conference a booklet called, "Covering Elections in Small States: Guidelines for Broadcasters", by Mary Raine.

Keynote Speakers

The NZ/Pacific Relationship, in the past and in the future, was covered by Rick Ellis, CEO TVNZ. Professor Rajesh Chandra, Vice Chancellor of the University of the South Pacific, stressed the need for the next generation of leaders to have a broad grounding in ethics, science, and understanding the media. Mark Scott, Managing Director of ABC, spoke about the importance of broadcasting in the public interest.

Pacific Media Freedom Challenges

These were addressed by a panel consisting of Peter Cavanagh, CEO RNZ; Pesi Fonua, Matangitonga website; George Pitt, Chairman, Pitt Media Group, Cook Islands; and Pere Maitai Director of News and Current Affairs, Pacific Radio News/Pacific Media Network, Auckland.

Climate Change Workshop

A Memorandum of Understanding was agreed by the 50 or more participants at the Climate Change Workshop.

Innovative Programming, including Human Rights, Diversity and Gender Issues, and Material Generated by the Public.

This was covered by Patrick Holmes, Director of Amnesty International New Zealand; Sonya Haggie, General Manager (Sales and Marketing), Maori TV; Paul Cutler, Director of News and Current Affairs, SBS; Ian Kalushner, Producer News and Current Affairs, CBC TV

Pacific Rights for the 2010 World Cup

There was a session by Ken Shipp, Head of Sport, SBS, Pacific Rights Holder for the World Cup. Pacific delegates found this particularly useful.

Regulatory Issues

This Workshop attracted more than 25 people, many of them broadcasting regulators from around the region. To assist their work, the CBA launched a second, updated edition of "Guidelines for Broadcasting Regulation" by Eve Salomon. This was probably the first get-together for Pacific Broadcasting Regulators and proved a ground-breaking opportunity for them to share experience and discuss developments, including Going Digital.

Workshop on Management

10-20 people with attendance varying according to the topic, received training in the following areas of management: Keeping control of your costs by Cost Benefit Analysis, Maximizing your Income, Reducing costs by MultiSkilling, and Zero Based Budgeting

Workshop for Engineers

12 engineers discussed the options for radio transmission, comparing digital solutions such as DRM and DAB with traditional analogue methods. They also looked at digital TV production technology and issues surrounding Digital Terrestrial, Satellite, Cable and IP distribution and at planning for the Digital Age.

Partnerships

The CBA co-operated with PACMAS (the Pacific Media Assistance Scheme), which is an AusAID project. Almost a day of the conference was devoted to the work of the PACMAS project. The Conference and workshops also received assistance from the British High Commission in Suva, and UNESCO, who, along with PACMAS, helped bring some Pacific Islanders to the Conference. TVNZ, Network Australia TV and Radio Australia were major supporters. Digicel provided the Internet Café and the name badges. Maori TV donated local Tongan conference bags and SBS sponsored the conference programme. The ever-helpful local partner and host organisation was TBC. The CBA is indebted to these partnerships for their indispensable support.

CBA AUDITED FINANCIAL RESULTS

Year ended 31 December 2008

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 reduce the CBA reserve to £150,000. In 2007 there was an authorised call on the Reserve still leaving a healthy sum for future use. The accounts for 2009, not yet audited, show a modest surplus.

	Year Ended 31-Dec-06		Year Ended 31-Dec-07	
	£	£	£	£
Income				
Subscriptions	330,304	363,826	318,716	350,863
Special Items				
Training projects income	38,886		83,474	
Training costs	<u>(88,582)</u>		<u>(113,210)</u>	
DFID Broadcast Media Scheme income		(49,696)		(29,736)
DFID Broadcast Media Scheme costs	477,750		337,708	
	<u>(477,750)</u>		<u>(337,708)</u>	
Conference income	77,367		29,994	
Conference costs	<u>(111,927)</u>		<u>(47,568)</u>	
Publications income		(34,560)		(17,574)
Publications costs	4,058		1,638	
	<u>(14,110)</u>		<u>(6,257)</u>	
CBA membership benefits income		(10,052)		(4,619)
CBA membership benefits costs	116,635		124,681	
	<u>(151,438)</u>		<u>(140,981)</u>	
		(34,803)		(16,300)
Gross Income carried forward		<u>234,715</u>		<u>282,634</u>
Administrative Costs				
Staff and related costs	225,905		243,540	
Property costs	28,241		24,285	
Travel & Entertaining	20,125		18,461	
Overheads	<u>25,259</u>		<u>41,082</u>	
Total Administrative Costs		(299,530)		(327,368)
Operating (Deficit)/Surplus for the year		(64,815)		(44,734)
Interest receivable		15,451		18,213
Interest payable		(20)		-
(Deficit)/ Surplus on Ordinary Activities before tax	(Deficit)/	(49,384)		(26,521)
	Surplus on			
	Ordinary			
Taxation	Activities	<u>(2,791)</u>		<u>(7,008)</u>
	before tax			
(Deficit)/ Retained for the Financial Year		(52,175)		(33,529)
Reserves brought forward		262,582		296,111
Reserves carried forward		<u>210,407</u>		<u>262,582</u>