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Javad Mottaghi
Director
AIBD, Malaysia

Public Service Broadcasting and changing environment

Public Service Broadcasting & Changing environment
• Different B'casting systems(conditions).
• The idea of the P.S.B.
• How best can serve the public interests(aims & goals).
• What is the challenge.
• Changing environment
• Consequences.

Public Service Broadcasting & Changing environment
• Necessary actions.
• What AIBD can offer you.
• Special emphasis on Human Resource Development.
• Conclusion.
Different broadcasting systems:
- Government broadcasting system.
- Private broadcasting system.
- Corporation broadcasting system.
- Transborder broadcasting.
- New structure.
- Public Service Broadcasting.

The idea of P.S.B.
- The definition of P.S.B.
- Where was it born.
- Why was it born.
- P.S.B and its relation with political, environmental and social conditions.
- Different definition of P.S.B.
- Analyzing the situation in other countries.

How can the P.interests be served best. Aims & Goals.
- To provide a reference point to all members of the society.
- To provide a forum for public discussion.
- To broadcast impartial & independent news.
How can the P. interests be served best. Aims & Goals.

- To develop pluralistic program structures of interest to all groups of the society
- To provide a forum for knowledge sharing and deeper understanding
- To reflect different cultures, traditional customs, religions to promote understanding and tolerance

How can the public interest be served best. Aims & Goals.

- To ensure a significant proportion of original program production.
- To cater for programs normally not provided by commercial stations.
- To protect the national values and cultures.

What is the challenge.

- To create or maintain the legal conditions for organization.
- To create a good relation with the public.
- To produce and transmit competitive programs.
What is the challenge.

- To maintain credibility of information and news.
- To draw the attention of politicians and opinion leaders to the broadcasting facts and to increase their awareness.

Changing environment:

- Media technology.
- Legal conditions.
- Financial conditions.
- Structure of the Media.
- Media content and ways of distribution (program market, leading trading companies in programs).
Change of technology

Legal conditions:
- Media law.
- Deregulation.
- Privatization.
- Wipo.
- Corporatization.
- Copyright.

Financial conditions
End of government support
Conversion to profit centers
Justification to share holders
Market forces and outsourcing
Structural changes:

- Ownership: transindustry, transnational, global
- Various Media growing together
- New forms appear: multimedia, the internet
- New program formats

Structural changes:

- Job profiles & new job requirements
- Emphasis on Human Resource Development
- New organizational chart

Media content & ways of distribution:

- Content: can programs be market driven?
- Ratings, the paramount reference
- Distribution: digital via satellite and cable in the conventional format or as pay TV video demand
- Internet Radio and TV
- Cyber-Radio
Consequences:

- New technology.
- Money.
- Structure.
- Media professionals.
- Audience.

Consequences, new technology.

- New production methods.
- New distribution methods.
- New program formats.
- Existing professions disappear.
- New profession profiles appear.
- Life-Long-Learning.

Consequences, Money

- Budget responsibilities integrated into every professional profile.
- Everyone has to be budget conscious.
- Higher productivity.
- Outstanding of administration, engineering & programming.
- More job competition.
- Jobs will change, freelance B'caster.
Consequences, Structure:

• TCS Singapore a profit center.
• DW reduces staff 25% productivity up 10%
• ABC Australia privatized.
• BBC lays off personals.
• Transborder Broadcasting, satellite direct reception & other available programs.
• Freelancer, the better?

Consequences, Media professionals:

• Every journalist, his / her own entrepreneur.
• Every journalist on line.
• Journalist association, in the future.
• How to deal with intellectual property?
• As a journalist / producer, how to enforce copyright laws on a global scale.

Consequences, Audience.

• Different categories of the audiences.
• Education, sex, age, economic situation, social conditions, the area of living.
• The special interest of different categories.
• The special needs of different audiences.
• Computerization of audience research.
Necessary actions:

- By politicians, opinion leaders, managers.
- Media professionals.
- What AIBD can offer you?

Necessary actions, by managers, politicians & opinion leaders:

- The role of the government.
- The role of the legislation.
- Financial conditions.
- Introductions, utilization of new technology.
- New management structures.
- Regional/international cooperation.

Necessary actions, Media professionals have to:

- Become more versatile (management skills, computer and internet literacy, market consciousness).
- Look for forms to organize themselves.
- Explore regional and global cooperation among themselves.
- Apply life-long learning.
- Look for new H.R.D. methods.
What AIBD can offer you?

- The regional platforms to encourage dialogue and cooperation in the media policy of the region taking full account of emerging current and global, regional and international issues.
- The window for policy makers to access information to mass policy making.
- An agent of exchange in the information environment.

What AIBD can offer you?

- A think thank for the development of regional programming that reflect the cultural values of the Asia-Pacific Region.
- A vehicle to establish inter-Governmental links and cooperation for transborder media and communication development.
- A media consultancy resource house to assist members and reference center and provider for H.R.D.

What AIBD can offer you?

- A catalyst for national media development taking account of the new partnership between manufacturers, service providers and the Governments.
Special emphasis on H.R.D. management

- Micro-economics.
- Budget planning.
- H.R. planning and Development.
- Legal environment.
- Civil society.

Public relation Training:

- Marketing.
- Political.
- Social-Cultural.
- Legal conditions.
- Media landscape.
- Service oriented.

New technology Training & new methodologies:

- Computer literacy.
- E-mail internet, intranet.
- Data base, electronic archiving.
- Digital learning / interactive satellite TV.
- Distance learning through electronic media.
Conclusion: Asia needs a regional platform.

• To foster regional & international cooperation.
• To educate & inform the politicians and opinion leaders.
• To train media managers to cope with the changes.
• To provide professional H.R.D.
• To provide advisory services when necessary.

Thank you very much