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Paper No. 8
Public Service Broadcasting and changing environment

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Public Service Broadcasting & Changing environment

- Different Broadcasting 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 public interest be served best. Aims & Goals.

- To provide a reference point to all member of the society.
- To provide a forum for public discussion.
- To broadcast impartial & independent news.
How can the public 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 prgms normally not provided by commercial stations.
- To protect the national values an cultures.

What is the challenge.

- To create or maintain the legal conditions for organization.
- To create a good relation with the public.
- To produce & transmit competitive prgms.
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).
Legal conditions:
- Media law
- Deregulation
- Privatization
- Wipo
- Corporatization
- Copy right

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 B'cst, 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 tank 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.