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<th>Overview: management issues in radio and television broadcasting</th>
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Overview: Management Issues
In Radio and Television Broadcasting

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Broadcast Landscape

Challenges posed by transitions and changes in the following:
- regulatory framework
- technology and infrastructure
- market
- new and emerging media

Regulatory framework

- Process of liberalisation, deregulation and corporatisation of media.
- Changes broadcast laws and policies
- How will this translate into day-to-day management of radio stations and television studios in coping with content?
Management Issues

- Business and financial management
- Human resource development
- Content and information production and management
- Organisational Structuring
- Programming and broadcast delivery
- Audience

Business and financial management

- Corporatisation of broadcast organisations
- Sponsorship - placement adverts rather than direct air time
- Paradigm shifts for audit and financial systems

Human resource development

- Outsourcing talent
- Training needs for in-house personnel:
  - upgrade skills to keep up with technology
  - upgrade skills to keep up with content and format changes
  - multi-skilling of broadcast personnel, especially in the production area
Content and information management

• Change in information and entertainment content due to more liberal policies
• Change in content due to converging technologies
• Change in content due to competition from both within and without the broadcast sector.

Content and information management

• Change due to convergence of genres - infotainment, edutainment.
• Trend of globalisation and regionalisation.
• Corporatisation and business restructuring.

Programming and broadcast delivery

• Challenge from new media platforms
• Net radio and digital television
• Delivery on the Internet and Wireless Access Protocol
Organisational Structuring

- Changes in organisational structure for the new information economy
- From public service models to corporatised structures
- Limitations of hierarchical structures
- Approaches to production

Audience

- Increasingly cosmopolitan
- Segmentation of audience
- ‘Glocalisation’ of tastes

The Singapore Experience

- How relevant is it to other ASEAN countries?
- How can it be used to apply to other ASEAN countries?
- What lessons can be learned from failures and successes?