

This document is downloaded from DR-NTU, Nanyang Technological University Library, Singapore.

Title	AMIC Deutsche Welle Workshop on Radio and the Internet : Singapore, Jul 3-8, 2000 : [final report]
Author(s)	
Citation	
Date	2000
URL	http://hdl.handle.net/10220/3164
Rights	

Paper No. 20

FINAL REPORT

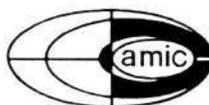
Duetsche Welle - AMIC
Workshop on

RADIO AND THE INTERNET



Deutsche Welle Radio Training Centre
Köln, Germany

and



Asian Media Information
And Communication Centre (AMIC)

FINAL REPORT OF THE DEUTSCHE WELLE/AMIC WORKSHOP ON "RADIO AND THE INTERNET"

July 3 - 8, 2000, Singapore

Introduction

For the fourth year in succession, the fine and long-standing record of collaboration between Deutsche Welle Radio Training Centre, (DWRTC, Germany), and the Asian Media Information and Communication Centre (AMIC), to radio broadcasting in Asia was cemented with the organization of a six-day workshop on "Radio and the internet", held from July 3rd to 8th, 2000, at River View Hotel, and School of Communication Studies, Nanyang Technological University, Singapore.

The purpose of the workshop was to discuss the latest trends in Internet development and their implications for radio broadcasting, especially programming.

The workshop attracted 14 participants comprising senior management personnel from broadcasting organisations in 14 Asian countries (Appendix 1). It comprised a mixture of brainstorming, demonstrations, mini-lectures, group work and question-and answer sessions. It was held at the River View Hotel on the first day and at the School of Communication Studies, Nanyang Technological University, Singapore from the second to sixth days.

Background preparation

Initial planning for workshop began in January 2000, the budget was finalised in April 2000, and letters of invitation were sent in May-June 2000. Prior to the workshop, participants were asked to prepare brief country reports on radio and the Internet in their respective countries. These country reports are presented in Appendix 2. The list of participants and seminar programme were finalised at the end of June, 2000.

Participants

As Appendix 1 shows, we had participants from the following countries: Bangladesh, Bhutan, China, India, Indonesia, Laos, Malaysia, Mongolia, Nepal, Pakistan, Singapore, Sri Lanka, Thailand and Vietnam. The participants ranged from Deputy Director-General to programme directors, producers, controllers and engineers.

Seminar Programme

The workshop was held over five and a half days and covered a wide range of topics (Appendix 3). On the first day, participants presented their country reports. In the next four days, the following topics were presented and discussed by the DWRTC, Programme Manager, Dr. Helmut Osang and the resource person Mr Klaus Meier.

1. Presentation and critiques of selected Websites.
2. Planning and designing, Websites.
3. Story boarding user guidance and navigation cues.
4. Internet journalism-writing for the web.
5. Radio and the Internet
6. The future of radio and the Internet.

The discussions were supplemented by relevant handouts (Appendix 4).

On the morning of the fifth day, participants visited the Radio Corporation of Singapore (RCS). They were briefed on RCS by Mr. Aloysius Tan and Ms Tracey Kwong. The workshop concluded with evaluations, wrap up session and presentation of certificates to participants.

The workshop received very good ratings from the participants, the lowest being 3.86 for "participants contribution to workshops" and the highest being 4.69 for "overall value of the meeting to you" and "opportunities for exchanging ideas with fellow participants".

Overall, the workshop received a rating of 4.29 for the 14 criteria evaluated by participants. (See Appendix 5)

Among their general comments were:-

1. Need for more time to cover technical and management aspects.
2. More information should be given to participants prior to their arrival in Singapore.
3. Similar workshops like this should be conducted.

Recommendations

1. Collaborative seminars/workshops should be held annually.
2. The draft programme should be sent early to participating organizations.

Conclusion

The workshop was successfully held as scheduled, with the estimated number of participants attending all sessions. All participants were presented with certificates of attendance.

AMIC is pleased to have been given the opportunity to organise this workshop and reiterates its desire to partner Deutsche Welle Radio Training Centre (DWRTC) in future collaborative ventures.

*Prepared by AMIC
Singapore, July 12, 2000*