



**ASBU**

Arab States Broadcasting Union

*League of Arab States*

# ASBU ACADEMY

## 2021



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ASBU Academy**

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**Eng. Abdelrahim  
Suleiman**  
ASBU Director General

## TRAINING DESPITE PANDEMIC

**D**espite the health pandemic that disrupted all human activities and affected the global economy, the Arab States Broadcasting Union committed itself on preserving its training services carried on by the ASBU Media Training Academy from Tunis and by the Arab Center for Radio and TV Training from Damascus as well, thus believing in the importance of ensuring continued training in all professional technical and program fields in line with the rapidly changing technological environment, to face the emergence of the digitization technologies challenges that has invaded all fields of human activities and professions.

**I**N order to offer continuity of this strategic service to our member organizations, the ASBU Media Training Academy has relied on distance training by providing free webinars and online sessions in which the number of participants is limited to enable conducting practical exercises and establishing interaction between participants and trainers.

Thanks to its network of international training partners, the ASBU Academy has offered our members the opportunity to participate freely in some of the online activities of these prestigious organizations namely the EBU Academy and the HBS Academy.

**I**N fact, the ASBU Media Training Academy was not taken aback by the Coronavirus pandemic imperatives, as it has pledged, since its launch in 2017, on strategic planning for distance training, by setting up a distance training platform that has been fully operational in the summer of 2019 with two preliminary courses on “Mobile Journalism”.

The Academy also organized training of Trainers courses during 2019 and 2020 In the field of distance training, which resulted in the production of its own courses that fed the training platform with various technical and program topics.

**W**E hope that the health conditions’ improvement will enable us to return as soon as possible to the face-to-face courses as well, that are distinguished by their practical approach and human side input.

We remain confident that our Member’ Organizations will encourage their staff to participate effectively in our training activities, having in mind that distance training provides substantial savings in travel and assignment costs.

All the best for 2021

## Enhancing Arab Competencies in the Audiovisual Field

### Our Vision and Ambition

The vision that guides and motivates ASBU Training Academy is directly inspired by the vision and the values to which ASBU itself has always adhered. Indeed, for 50 years, ASBU has always strived to remain a professional organization that best serves the interests of its members and meets their needs, transcending the political volatility that Arab States go through sometimes. ASBU provides a cooperation platform, and offers a package of constantly refined services by keeping abreast of the accelerated technological changes and the international best professional practices, especially in the public audio-visual sector.

Training in radio and television has been one of the cornerstones of the Union since the early 1980s when it established the Arab Training Center in Damascus. In the face of the difficulties that the Arab region has been confronted with since 2011, and the challenges that the public radio and television is facing across the globe and, in particular, the Arab world, the Union set up a new academy for continuous training in April 2017 at its headquarters in Tunis.

The Academy aspires to provide high-quality training in various radio and television-related crafts, thus becoming a regional reference in the audiovisual arena.

### Target Audience

ASBU Academy provides opportunities for training and rehabilitation to all Arab audiovisual professionals, both public and private.

Training revolves around the following strategic axes:

- New media
- Engineering and production
- Programs and news , and archive
- Leadership and management .

### Our Mission

Media Training Academy is a non-profit organization, whose basic mission is to promote Arab competencies in the field of audiovisual media and in the field of information in general, through continuous training.

The Academy aims to:

- Contribute to improving the quality of programs, news and services that the Union member organizations offer;
- Enable professionals working for Arab public or private organizations to keep pace with the technological developments that deeply influence the production, processing, broadcasting, archiving and reception of audiovisual programs and news;
- Present the best professional practices and experiences in the field;
- Provide a forum for the exchange of expertise and communication to Arab professionals;



*Sports Live Direction, March 2019*

- Monitor closely technological changes and their impact on professional practices, and adopt state-of-the-art systems.

## Our Values

In order to achieve the much sought-after excellence, Media Training Academy upholds a set of fundamental values that light the way and guide the training activities it offers:

- Professional rigor in designing, organizing and assessing training activities;
- Transparency in choosing priorities and practices;
- Adherence to the basics and ethics of the profession;
- Permanent assessment and a culture of quality.

Permanent self-assessment enables the strict monitoring of the Academy's performance, as participants themselves assess each training session by answering an anonymous questionnaire. The assessment covers the statistical part of the activity (participation, countries, and organizations), the educational part (content, trainers, format and length of the session, pedagogical method adopted, interaction...), and the logistical part (information, organization, services and relationships with the Academy's team).

## Consultative Council

In order to keep pace with the changes, developments, and international best professional practices in the audiovisual field, the Academy set up a Consultative Council made up of nine Arab and foreign experts appointed as such. The Council holds a face-to-face meeting once a year, and meets a second time via audiovisual conference calls.

The role of the Consultative Council is to assist the Academy in implementing a training strategy and highlighting the significant changes in the field with which it must keep up.

## Spaces & Equipment

The Union has a new fifth floor built at its headquarters in Tunis, reserved for the premises of the Training Academy. The floor consists of:

- A television studio equipped with high definition cameras,
- An IP radio studio with a platform for the automation, production and distribution using Winmedia automation system,
- A multidisciplinary training room,
- A multimedia room equipped with an advanced computer network,



*Fake News, Khartoum, December 2019*

In 2020, an integrated news room has been added to reinforce the Academy's resources.

## Trainers and Partners

The Academy relies on a limited team, to organize and conduct training activities. To implement courses, the Academy contracts with highly qualified trainees of renown in the Arab countries and elsewhere in the world. It also chooses cooperation partners from among the best professional training institutions in the world, such as the European Broadcasting Union (EBU) Academy, the French Audiovisual Institute (INA), the Asia-Pacific Institute for Broadcasting Development (AIBD), the Host Broadcast Services (HBS) Academy, the International Telecommunication Union (ITU), and a number of specialized companies.

In addition, the Academy pursues a voluntary policy with regard to the training of Arab trainers by:

- having one Arab trainer working with each foreign expert in the training,
- organizing special training sessions designed for Arab trainers.

## Duration and format of sessions

The length of training courses varies depending on the topic and the targeted audience. For the time being, the Academy offers three formats:

- Short-term courses ranging from 2 to 3 days; they are generally Master classes,
- Medium-term courses: 5 to 10 days,
- Long-term courses: 3 to 4 weeks.

Decentralized courses are also delivered at the request of the organizations in accordance with their priority needs.

On the recommendation of the Union's General Assembly, ASBU Academy holds courses for a number of member organizations with limited resources (e.g. Comoros, Djibouti).

## Training Approach

The Academy adopts an interactive pedagogical approach, based primarily on the practical aspects of all the trades in the audiovisual sector (vocational exercises, best practices, case studies, use of simulation programs...) and on the contribution and professional experience of the participants themselves.

Training is provided either on a face-to-face basis or on a distance-learning basis or by blended training using simultaneously both ways .



Radio Studio



TV Studio



Multimedias Room

## e- learning

Aiming at widening the circle of its targeted audience so as to include a wide range of Arab professionals, the Academy has launched on June 2019, a distance training platform that offers free training courses in the media and audiovisual fields.

Today, this platform offers free nine courses:

- Mobile Journalism (Arabic)
- Mobile Journalism (English)
- Audiovisual Style writing in News
- Basics in sound processing
- Journalism Ethics
- Marketing & Social Media
- Artificial Intelligence at the service of audiovisual production
- Data Journalism
- Investigative Journalism.

## Certificates

The Academy grants training participation Certificates to the trainees who have attended at least 80% of the courses at the Training Sessions.

No training participation Certificates are granted in case of Webinars.

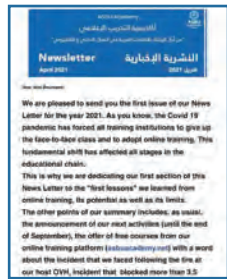
## Media and Marketing



Twitter



Facebook



Newsletter



Youtube





Introduction to Mobile Journalism in Arabic



Introduction to Mobile Journalism in English



Audio Visual Style in News



Audiovisual Style in News



Journalism Ethics



Marketing & Social Media



Artificial Intelligence



Investigative Journalism



Investigative Journalism

### e-learning : 9 free Courses

activities and announcing the upcoming sessions. The Academy also took the initiative to distribute a periodical electronic newsletter that presents its current activities, with a three month survey on its executed work plan. This newsletter is sent to all member organizations and all trainees and trainers who participated and contributed in the Academy Training activities.

### Our Priorities

Media Training Academy has made it one of its priorities to seek to improve the organization, programs and services of Arab public audiovisual institutions, and to take its performance and its credibility to a higher level.

Keeping pace with the new media and with the technological changes that affect the professional practices in the field is also placed at the top of its priorities.

### Our Challenges

Beside the need to continuously upgrade and modernize its services, one of the biggest

challenges the Academy is facing is to sensitize Arab organizations in general, and member organizations of the ASBU in particular, to the priority it attaches to continuous training and rehabilitation.

It is our hope that Arab organizations will participate more actively in training courses, and that an effective network of officials responsible for training inside Arab broadcasting organizations will be created, with which it is possible to establish communication on a regular basis.

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## Training Program 2021

Period	Subject	Date
January	5G	19-21/01/2021
	Constructive Journalism	26-28/01/2021
February	Mobile Journalism	01-04/02/2021
	Cyber Security	09-11/02/2021
	Strengthen ties with your audience using social media	16-18/02/2021
March	Indexing audiovisual Archives	01-04/03/2021
	IP Based TV Studios	09-11/03/2021
	OTT	23-25/03/2021
April	Live Football Commentating	05-08/04/2021
May	Lighting	18-20/05/2021
June	Transform your Face-to-face course into Online course	28/06-01/07/2021
	DVBS	
July	Training of Experts on Fact Checking	26-29/07/2021
	ASBU Cloud	
September	Modern Management of HR	07-09/09/2021
	View Datas for TV News	20-23/09/2021
	(TV Measurements of ( SD/HD	
October	Autoregulation of audiovisual media	06-07/10/2021
	Radio Podcasting	12-14/10/2021
November	Disaster Risk Reduction	08-12/11/2021
	Radio Automation	
	IP based Radio Studios	
December	Media Asset Management	

\*All dates will be confirmed 2 months before the beginning of any session.

# إحصائيات نشاط 2020

## STATISTICS 2020



### Participation January - December 2020

#### Face -To -Face Training

Dates	Session	Participants	Countries	Organizations
2020/01/24-20	ASBU cloud	18	10	13
2020/02/05-01/27	Investigative Journalism	14	5	7
2020/02/14-10	Media Asset Management	14	10	7
2020/02/21-17	Radio Automation Systems	12	4	8
2020/02/27-24	Fact Checking	8	5	5

#### Online Training

Dates	Session	Participants	Countries	Organizations
2020/07/02-06/16	Webinar on Production Sound & Audio Editing for Multi-channel Audio	15	5	5
2020/07/23-22	Webinar on Lighting in TV Studios	51	9	9
2020/09/17-15	Webinar on DAB+ Digital Radio Broadcasting	117	33	61
2020/09/24-21	Online Session on Training of Trainer on Moodle	13	7	10
2020/09/29	Webinar on Marketing & Social Media	25	9	11
2020/10/06-05	Online Session on IP in Radio Studios	32	8	9
2020/10/15-13	Online Session on Editorial Management & Leadership	7	5	5
2020/10/22-20	Creating engaging content with archives	5	3	3
2020/11/05	Webinar Audio Visual Style	19	5	5
2020/11/12-10	Online Session on How to become a Radio Podcaster	16	5	6
2020/11/26-24	Webinar on HD/SD TV Signal Measurements	36	9	11

#### Face - To - Face Training for ASBU Staff

2020/11/02-01	Training on Zoom Application for ASBU Staff	12	1	1
2020/12/10-08	Training on Excel - Level 1 for ASBU Staff	5	2	1
2020/12/17-15	Training on Excel - Level 2 for ASBU Staff	7	1	1
<b>GENERAL TOTAL : 19</b>		<b>426</b>	<b>42</b>	<b>84</b>

# إحصائيات نشاط يناير - ديسمبر 2020

## STATISTICS January - December 2020



### جنس المشاركين Participants Gender

23%	100	Women نساء
77%	326	Men رجال
100%	426	Total المجموع

### عدد الهيئات Number of Organizations

84

### جنسية المدربين Trainers Nationality

عدد المدربين Nb.Trainers	البلد Country	رقم N
1	Australia - أستراليا	1
1	Belgium - بلجيكا	2
1	Egypt- مصر	3
3	France - فرنسا	4
1	Germany - ألمانيا	5
1	India- الهند	6
2	Jordan - الأردن	7
1	Lebanon- لبنان	8
1	Malaysia - ماليزيا	9
1	Syria- سوريا	10
1	Sudan - السودان	11
9	Tunisia - تونس	12
1	UAE - الإمارات العربية المتحدة	13
5	United Kingdom - المملكة المتحدة	14
29	المجموع : 14 TOTAL	

# إحصائيات نشاط يناير - ديسمبر 2020

## STATISTICS January - December 2020



### جنسية المشاركين Participants Nationality

عدد المشاركين Nb.Trainees	البلد Country	رقم N
2	بلجيكا - Belgium	22
1	الصين - China	23
1	كرواتيا - Croatia	24
2	التشيك - Czechia	25
1	الدنمارك - Denmark	26
6	فرنسا - France	27
9	ألمانيا - Germany	28
3	اليونان - Greece	29
3	المجر - Hungary	30
1	إيطاليا - Italia	31
1	مونتينيغرو - Montenegro	32
2	هولندا - Netherlands	33
1	النرويج - Norway	34
7	بولندا - Poland	35
7	جنوب أفريقيا - South Africa	36
5	إسبانيا - Spain	37
1	سويسرا - Switzerland	38
1	تايوان - Taiwan	39
1	أوغندا - Uganda	40
6	المملكة المتحدة - United Kingdom	41
2	أمريكا - United States of America	42
426	TOTAL : 42 : المجموع	

عدد المشاركين Nb.Trainees	البلد Country	رقم N
52	الجزائر - Algeria	1
7	البحرين - Bahrain	2
9	جزر القمر - Comoros	3
42	مصر - Egypt	4
1	العراق - Iraq	5
11	الأردن - Jordan	6
3	الكويت - Kuwait	7
2	لبنان - Lebanon	8
7	ليبيا - Libya	9
1	موريتانيا - Mauritania	10
8	المغرب - Morocco	11
51	سلطنة عمان - Oman	12
15	فلسطين - Palestine	13
9	قطر - Qatar	14
14	السعودية - Saudi Arabia	15
40	السودان - Sudan	16
5	سوريا - Syria	17
70	تونس - Tunisia	18
12	اليمن - Yemen	19
2	اليابان - Japan	20
2	النمسا - Austria	21

Webinars excluded  
بدون احتساب الندوات عن بُعد

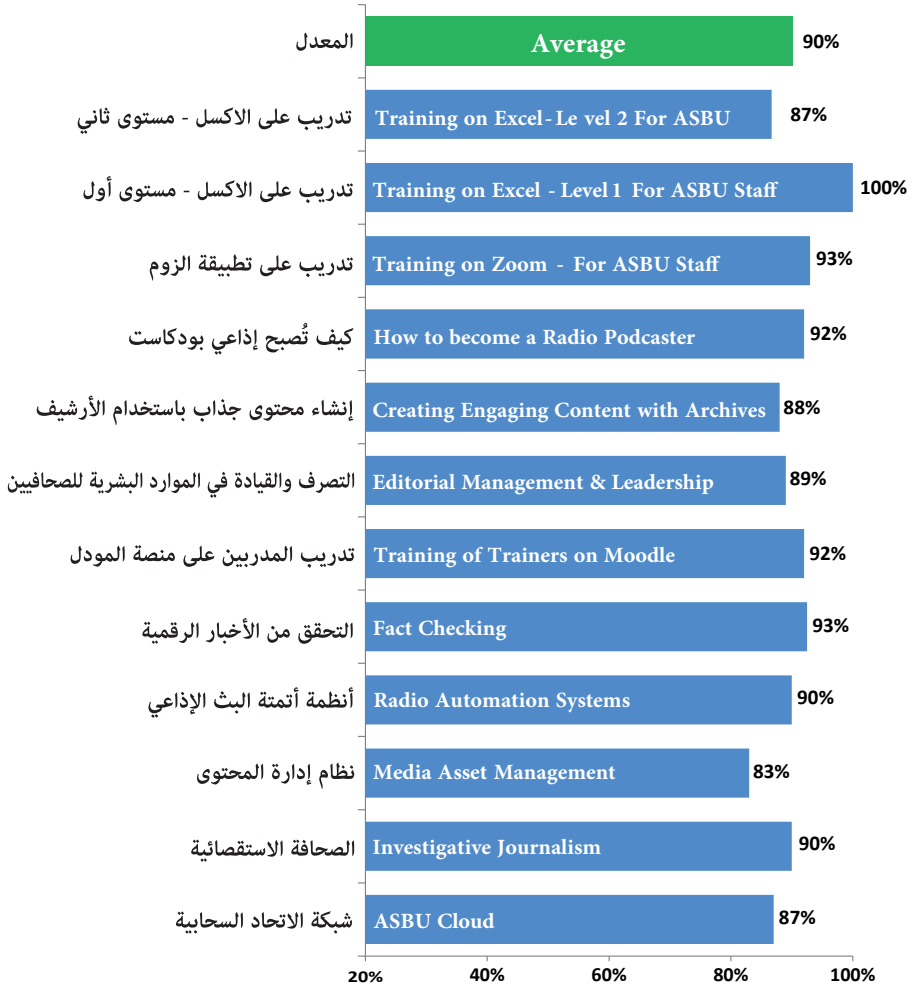
# مؤشرات المردودية

## Key Performance Indicators 2020



### نسبة الرضا عن الدورات من جانفي إلى ديسمبر 2020

#### Satisfaction about Sessions: January - December 2020



Webinars excluded  
بدون احتساب الندوات عن بُعد

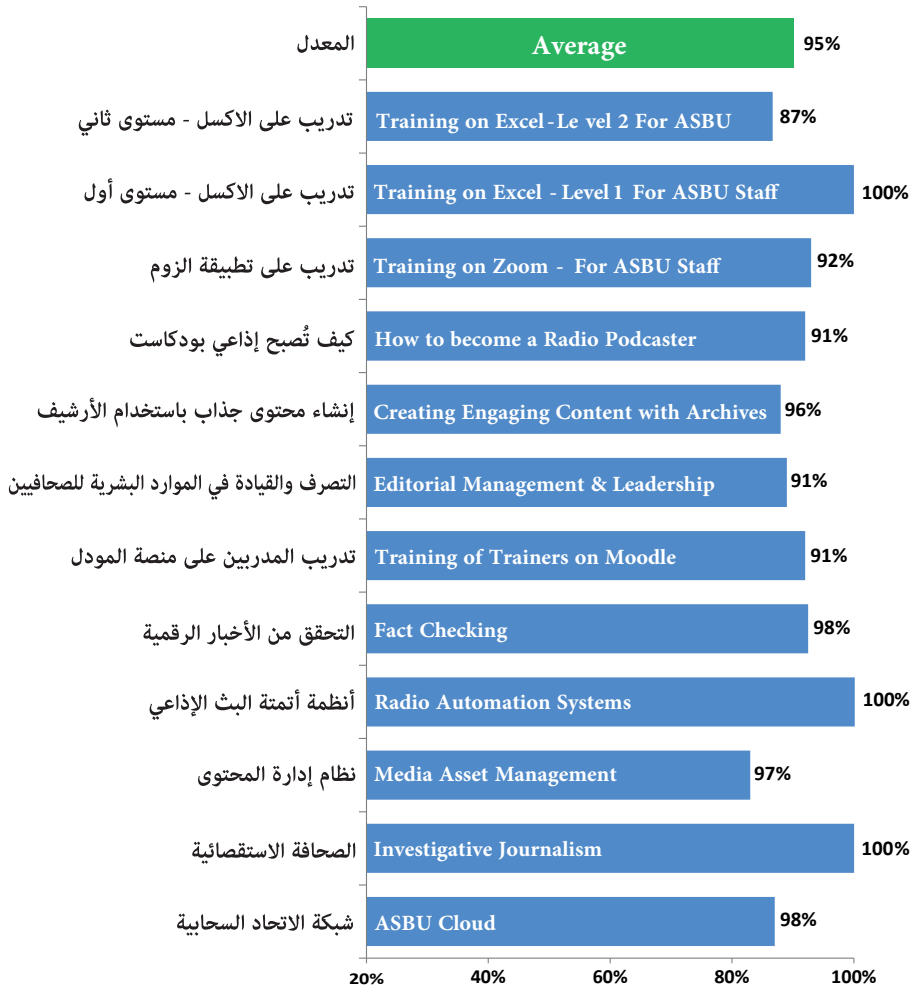
# مؤشرات المردودية

## Key Performance Indicators 2020



### نسبة الرضا عن التنظيم من جانفي إلى ديسمبر 2020

### Satisfaction about Logistics : January - December 2020



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