



ASBU

Arab States Broadcasting Union
League of Arab States

ASBU ACADEMY

PROGRAMME 2022



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**Arab States Broadcasting Union
ASBU Academy**

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Towards Excellence.



Eng. Abdelrahim
Suleiman
ASBU Director General

In less than five years, the ASBU Academy has managed to gain notoriety and credibility at the Arab and international levels, in terms of professionalism and quality of the training courses provided as a fundamental service for our member organizations in both the engineering and program fields.

Another positive aspect is its continued concern to choose the topics of the courses and seminars in line with the accelerated technological changes that characterize the global audiovisual scene.

Keeping in view as well, its strategic policy, in ensuring regular Training of the Arab Trainers on modern pedagogic approaches, on distance training tools, as well as in producing courses on Moodle platform.

It is also worth noting the excellent network of professional partnerships that the Academy has built with the most prestigious professional training institutions such as the EBU Academy, INA France, HBS Academy or with international professional associations such as the International Telecommunication Union (ITU) as well as the largest Broadcast and Media Industry Companies.

All these positive results invite the Academy to constantly make great efforts to steadily improve the training content for its seminars and training sessions as well as the quality and diversity of the pedagogic methods. It also requires the Academy to monitor all technological and digital revolutions currently taking place.

The celebration next year of the Academy's five-year anniversary (2017 - 2022) will be an opportunity to assessing the Academy's progress and achievements relative to its performance, and to prospect the best ways for its development at all levels.

With our continued support to the Academy's team who spares no efforts in the service of our member organizations and other beneficiaries.

I wish everyone a continued and great success.

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 ,news ,sports and archives
- 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 2022, an integrated news room will be 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

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.

In addition, a new space for selected conferences is available on the platform since September 2021

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



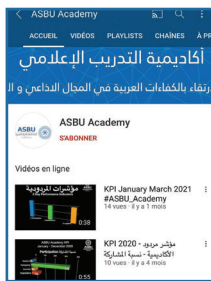
Twitter



Facebook



Newsletter



Youtube

Training Academy seeks to expand its reach and to intensify the spread of its activities, through conventional channels (regular mailing notifications to member organizations) as well as through modern technological means to enhance visibility: the Union's website (Academy icon) and the Academy pages on social networks (Twitter and Facebook) covering the executed



Introduction to Mobile Journalism in Arabic



Introduction to Mobile Journalism in English



Audio Visual Style in News



Basics in sound processing



Journalism Ethics



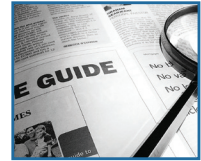
Marketing & Social Media



Artificial Intelligence



Data Journalism



Investigative Journalism

asbuacademy.net : 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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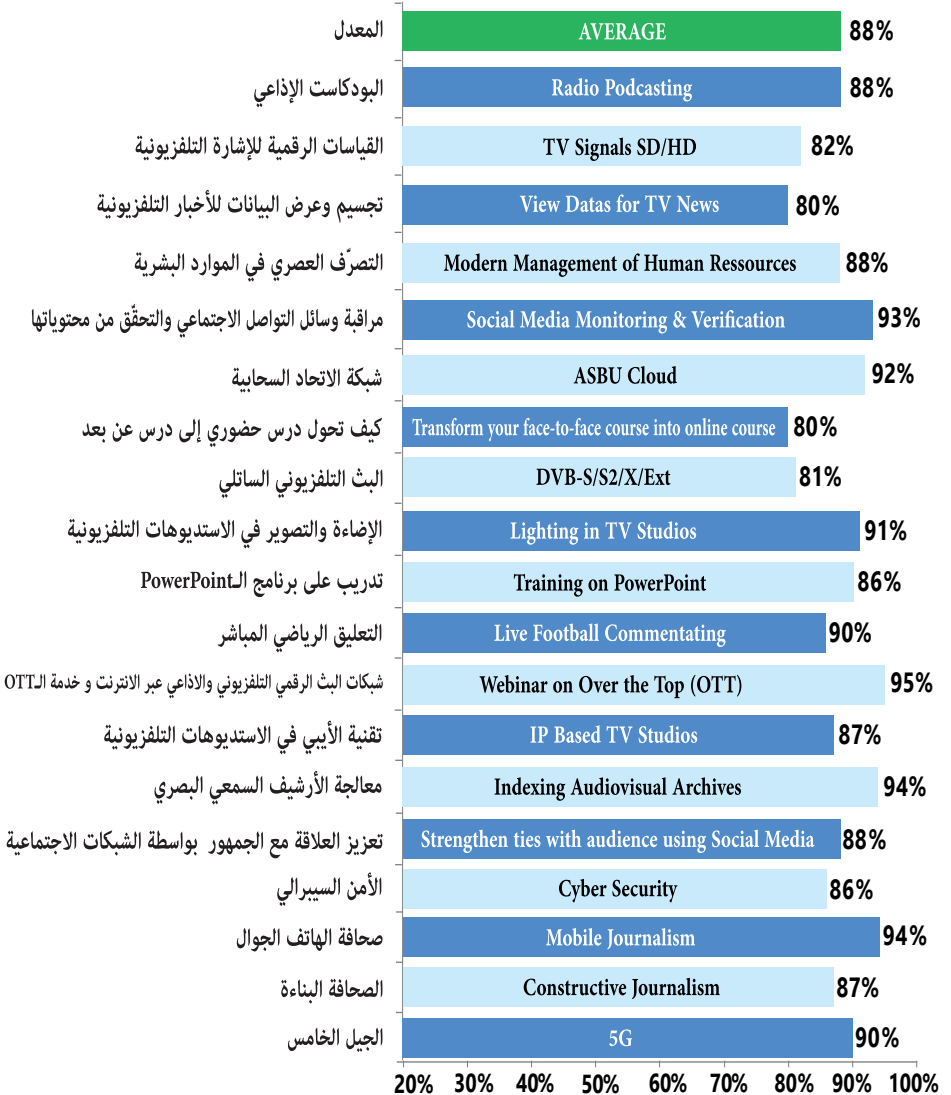
Training Program 2022

Period	Subject	Date
January	5G	
	How To use Artificial Intelligence to produce High quality News	25-27/01/2022
February	Mobile Journalism	07-10/02/2022
	New formats and content for Generation Z	15-17/02/2022
	Lighting in TV Studios	
March	Sports Storytelling	07-10/03/2022
	IP Based TV Studios	
	Verifying News on social media (level 2)	21-24/03/2022
May	OTT	23-27/05/2022
June	ASBU Cloud	
	Autoregulation of audiovisual media	
	DVBS	
	Investigative Journalism	20-24/06/2022
	Augmented reality in new media	
July	Create new content with archives	12-14/07/2022
	Cyber Security	
September	Training of Trainers on Moodle	12-16/09/2022
	File Quality	
October	Digital Strategy for Audiovisual Media	04-05/10/2022
	IP based Radio Studios	
	Radio Podcasting Advanced	24-27/10/2022
November	Crisis Communication Management	08-11/11/2022
	Radio Automation	
	Women Leadership in Arab Radios-TV	22-24/11/2022
	Media Asset Management	
December	Tools ,Software and new media Platforms in Radio & Television	

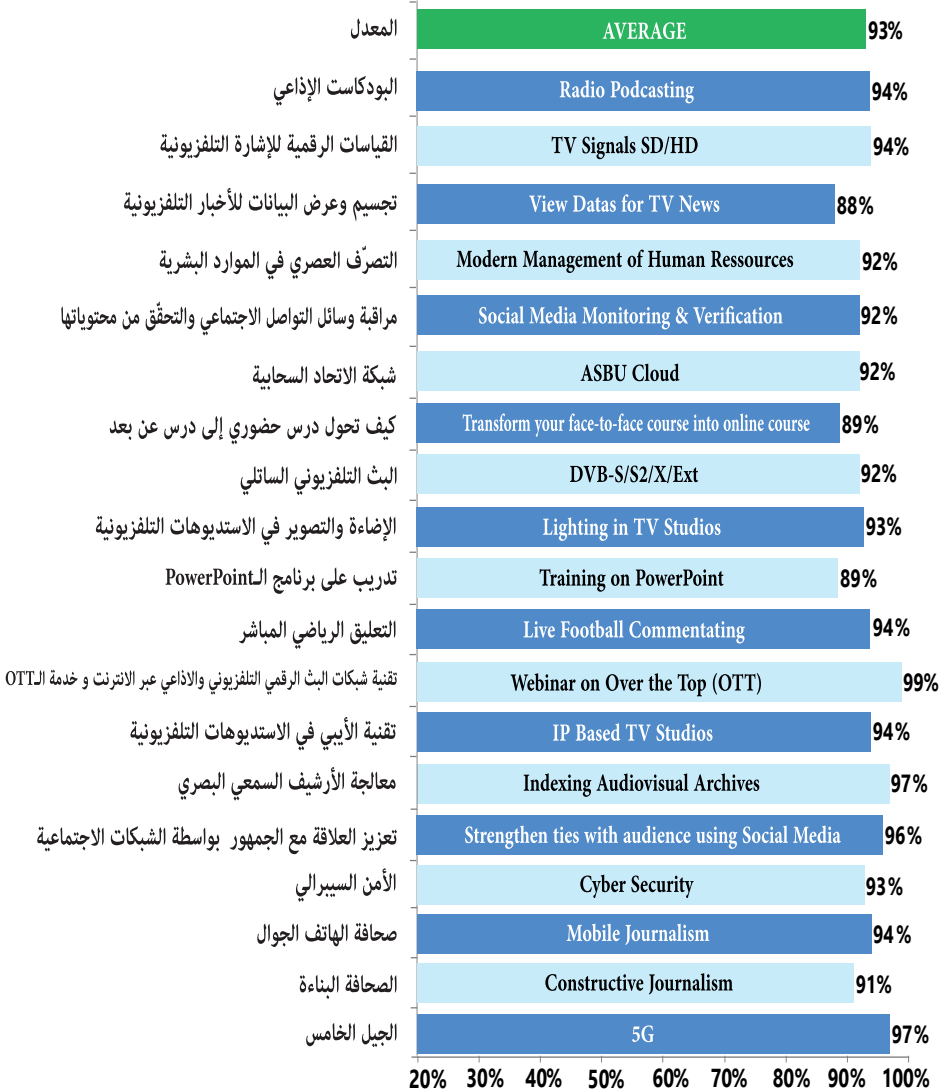
*All dates will be confirmed 2 months before the beginning of any session.

نسبة الرضا عن الدورات من جانفي إلى أكتوبر 2021

Satisfaction about Sessions: January - October 2021



نسبة الرضا عن التنظيم من جانفي إلى أكتوبر 2021 Satisfaction about Logistics : January - October 2021



إحصائيات نشاط 2021

STATISTICS 2021



Participation January - October 2021

Dates	Sessions	Participants	Countries	Organizations
2021/01/21-19	Webinar on 5G	20	6	6
2021/01/28-26	Online Training Session on Constructive Journalism	19	11	12
2021/02/04-01	Online Training Session on Mobile Journalism	18	7	7
2021/02/11-09	Webinar on Cyber Security	50	11	14
2021/02/18-16	Online Training Session on Strengthen ties with Audience using social media	17	8	9
2021/03/04-01	Online Training Session on Indexing Audiovisual Archives	14	6	5
2021/03/11-09	Webinar on IP Based TV Studios	53	12	13
2021/03/18-16	Pre- Training Session on updating ASBU Website	7	2	1
2021/03/25-23	Webinar on OTT	35	12	12
201/04/08-05	Training session on Live Sport Commentating	14	8	8
2021/04/22-19	Training on PowerPoint Program for ASBU Staff	7	2	1
2021/05/20-18	Webinar on Lighting	10	4	2
2021/06/24-22	DVB-S/S2/X/Ext	27	4	5
2021/06/30-28	Transform your face-to-face course into online course	7	4	5
2021/07/15-13	ASBU Cloud	21	9	9
2021/07/29-26	Social Media Monitoring and verification	12	7	8
2021/09/09-07	Modern Management of HR	15	7	10
2021/09/23-20	View datas for TV News	10	8	8
2021/09/30-28	Tv Signals SD/HD	18	5	5
2021/10/14-12	Radio Podcasting	26	13	11
Total : 20		400	20	33

إحصائيات نشاط يناير - أكتوبر 2021

STATISTICS January - October 2021

جنس المشاركين Participants Gender

31%	122	Women نساء
69%	278	Men رجال
100%	400	Total : المجموع

عدد الهيئات Number of Organizations

33

عدد البلدان Number of Countries

20

جنسية المدربين Trainers Nationality

عدد المدربين Nb.Trainers	البلد Country	رقم N
5	Algeria - الجزائر	1
2	Belgium - بلجيكا	2
1	Egypt - مصر	3
2	India - الهند	4
1	Jordan - الأردن	5
1	Palestine - فلسطين	6
1	Portugal - البرتغال	7
2	Syria - سوريا	8
2	Sudan - السودان	9
11	Tunisia - تونس	10
4	United Kingdom - المملكة المتحدة	11
32	Total : 11 : المجموع	

إحصائيات نشاط يناير - أكتوبر 2021

STATISTICS January - October 2021



جنسية المشاركين Participants Nationality

عدد المشاركين Nb. Trainees	البلد Country	رقم N
53	الجزائر - Algeria	1
33	البحرين - Bahrain	2
12	جزر القمر - Comoros	3
24	مصر - Egypt	4
2	العراق - Iraq	5
21	الأردن - Jordan	6
6	الكويت - Kuwait	7
1	لبنان - Lebanon	8
5	ليبيا - Libya	9
1	موريتانيا - Mauritania	10
18	المغرب - Morocco	11
60	عمان - Oman	12
25	فلسطين - Palestine	13
3	قطر - Qatar	14
23	السعودية العربية - Saudi Arabia	15
52	السودان - Sudan	16
5	سوريا - Syria	17
40	تونس - Tunisia	18
4	الإمارات المتحدة - UAE	19
12	اليمن - Yemen	20
400	المجموع : 20	

