ASBU
Arab States Broadcasting Union
League of Arab States

ASBU ACADEMY

PROGRAMME 2023

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ASBU Director General

A dream comes true

On June 14, 2022, the Arab States Broadcasting Union Academy celebrated its fifth anniversary (April 2017-April 2022). On this occasion, it organized an international symposium which has been associated to the 107th ASBU Executive Council Meeting's works being held. Everyone felt very proud of the Academy 's achievements gained during this short period of time, as far as it has been able to forge a luminous image on the Arab and international level, and to offer high quality training, through 130 sessions to which 2,210 trainees participated from 152 radio and television stations, Arabs and foreigners, belonging to 51 countries.

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

This achievement, which was only a dream at the time, reflects the Union's firm conviction in the extreme importance of continued training to face the rapid changes that the audiovisual field is undergoing in the digital age. The training sector has become essential and strategic for our media institutions which are experiencing a professional progression that will not stop.

The seminar covered the performance of the Academy over its first five years, and discussed the External Evaluation Report carried out by two External Independant Experts and three follow-up survey studies conducted by the ASBU Academy.

All agreed to praise and pay tribute to the resounding results achieved by ASBU Academy in a very short time, offering continued and rigorous high quality training, succeeding thus to build a bright image on the Arab and international levels.
May this media edifice, of which the Union is proud, be a strong support for our member organizations and other institutes wishing to benefit from its various training and human resource rehabilitation services in the Arab audiovisual field.

ASBU ACADEMY

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, 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
- Technology and Innovation
- 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, the ASBU 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

- Staff offices and complementary spaces such as equipped rooms for simultaneous translation, for audio recording and editing.

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 trainers 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 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 once a year special training sessions designed for Arab trainers (TOT).

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 5 days; they are generally Master classes,
- Medium-term courses: 6 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 demand sessions).
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

Multimedia 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 ten courses:

- Mobile Journalism in Arabic and in English*
- Basics in sound processing
- Journalism Ethics
- Marketing & Social Media
- Artificial Intelligence at the service of audiovisual production
- Data Journalism
- Investigative Journalism.
- News & Terrorism
- 10 Golden Rules for Editing.

This last Course opened in January 2023 and is crowned with certificate of achievement (Open Badge).

Certificates

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

Media and Marketing

Twitter

Facebook

Newsletter

Youtube

ASBU 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: a dedicated website (asbuacademy.net) and the Academy pages on social networks (Twitter and Facebook) covering the executed activities and announcing the upcoming sessions.

Basics in sound processing

Marketing & Social Media

Mojo in Arabic & in English

Data Journalism

Investigative Journalism

Journalism Ethics

Artificial Intelligence

News & Terrorism

10 Golden Rules for Editing

asbuacademy.online : 10 free Courses

The Academy also took the initiative to distribute a periodical electronic newsletter that presents its current activities. 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 media 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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ASBU ACADEMY

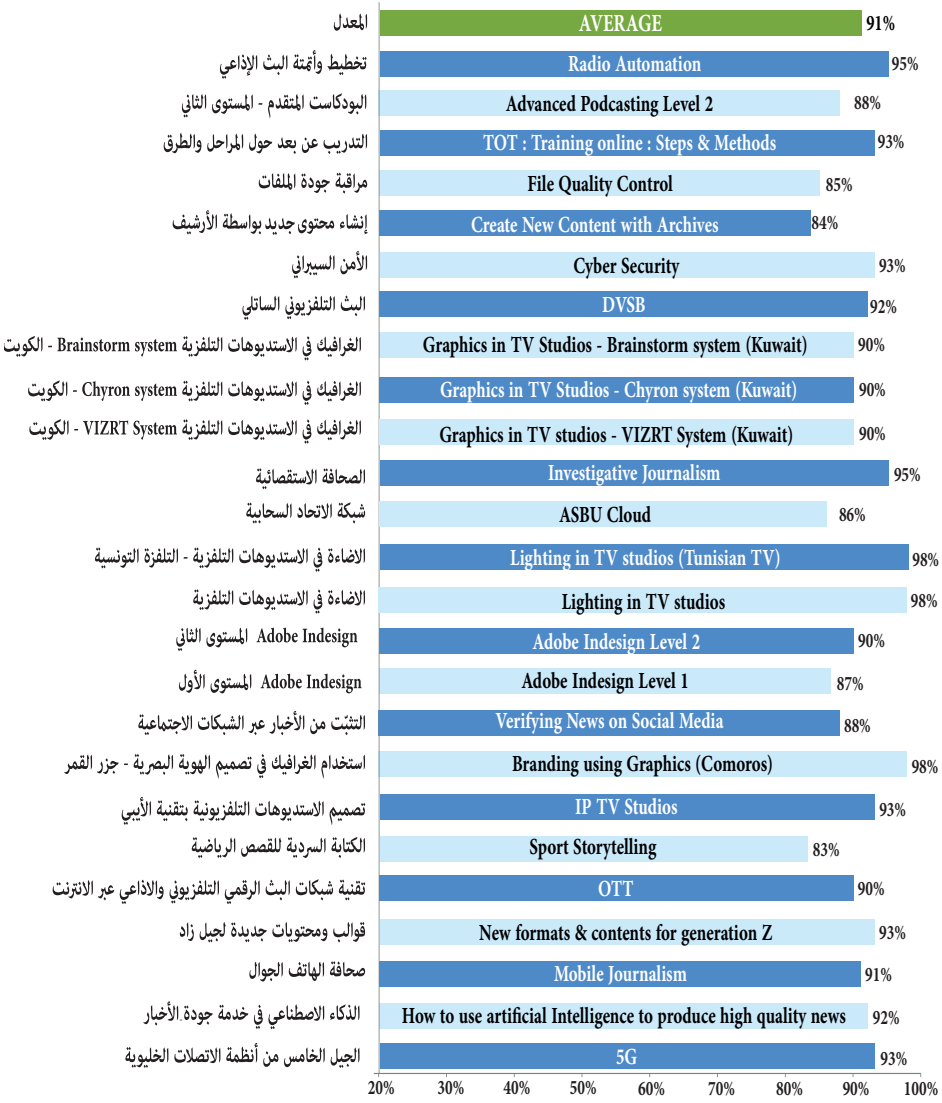
Training Program 2023

Period	Subject	Date
January	5G	*
	Fact Checking (Level 2)	23-26/01/2023
	Tools, Software and New Media Platforms in Radio & Television	
February	Engineering Project Management	*
	Mobile Journalism : The Portrait (Level 3)	13-17/02/2023
	Virtual Studio	*
March	Sports Live Direction on X-One	06-10/03/2023
	IP Based TV Studios	*
Mai	Cyber Security	*
	How To use Artificial Intelligence to produce high quality news	08-10/05/2023
	Lighting in TV Studios	*
	ASBU Cloud	*
June	TV Documentary	05-09/06/2023
	** HD/SD TV Signal Measurments	
	Leadership Skills to drive innovation	26-29/06/2023
July	Data Journalism for Economic and Financial News	17-20/07/2023
September	TOT : Synchronous Online Training	11-14/09/2023
	File Quality Control	*
October	Radio News : Writing & Presenting	02-06/10/2023
	DVBS	*
	TV Studio Interviews	16-20/10/2023
	Radio Automation	*
November	** ASBU Cloud	
	New formats and contents for Generation Z	14-16/11/2023
	IP based Radio Studios	*
	Advanced Radio Podcasting (Level 2)	27-30/11/2023
December	Mobile Journalism:The Basics (Level 1)	11-15/12/2023

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

** Courses will be held if possibilities are available

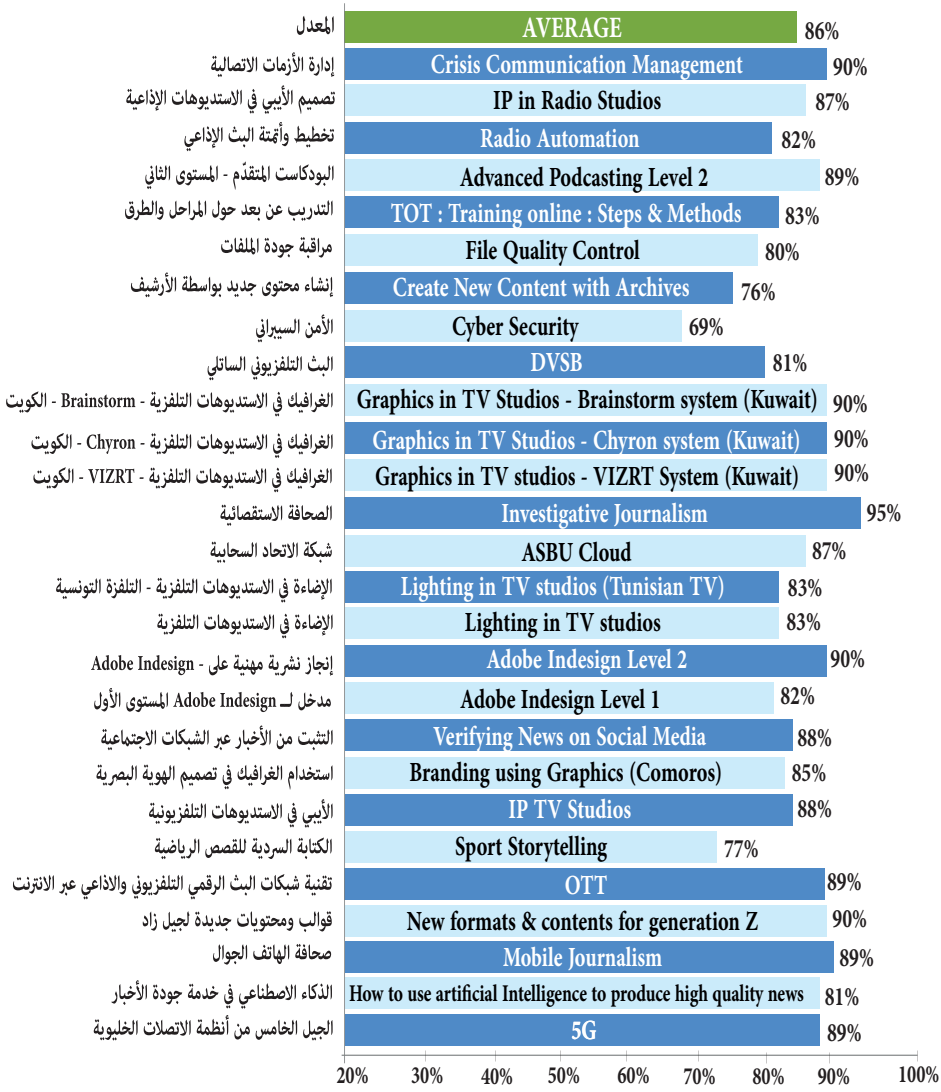
نسبة الرضا عن التنظيم من جانفي إلى ديسمبر 2022
Satisfaction about Logistics : January - December 2022



مـؤشّـرات المردودية
Key Performance Indicators 2022

ASBU
اتحاد إذاعات الدول العربية

نسبة الرضا عن الدورات من جانفي إلى ديسمبر 2022
Satisfaction about Sessions: January - December 2022



إحصائيات نشاط يناير - ديسمبر 2022

Statistics January - December 2022

ASBU
اتحاد إذاعات الدول العربية

جنسية المدربين
Trainers Nationality

رقم N	البلد Country	عدد المدرّبين Nb.Trainers
1	Algeria - الجزائر	1
2	Belgium - بلجيكيا	1
3	France - فرنسا	2
4	Egypt - مصر	2
5	Jordan - الأردن	1
6	Lebanon - لبنان	1
7	Oman - سلطنة عمان	1
8	Portugal - البرتغال	1
9	Saudi Arabia - السعودية	1
10	Syria - سوريا	8
11	Tunisia - تونس	16
12	United Kingdom - المملكة المتحدة	5
المجمـــوع : 12 : Total		40

جنس المشاركين
Participants Gender

Women نســـاء	161	31%
Men رجـــال	361	69%
Total : المجمـــوع	522	100%

عدد الهيئات
Number of Organizations

36

عدد البلدان
Number of Countries

20

جنسية المشاركين
Participants Nationality

رقم N	البلد Country	عدد المشاركين Nb.Trainees
1	Algeria - الجزائر	92
2	Bahrain - البحرين	19
3	Comoros - جزر القمر	17
4	Egypt - مصر	44
5	Iraq - العراق	12
6	Jordan - الأردن	22
7	Kuwait - الكويت	26
8	Lebanon - لبنان	3
9	Libya - ليبيا	7
10	Mauritania - موريتانيا	2
11	Morocco - المغرب	49
12	Oman - سلطنة عمان	27
13	Palestine - فلسطين	29
14	Qatar - قطر	15
15	Saudi Arabia - السعودية	25
16	Sudan - السودان	16
17	Syria - سوريا	3
18	Tunisia - تونس	100
19	UAE - الإمارات المتحدة	4
20	Yemen - اليمن	10
Total : 20 : المجمـــوع		522

إحصائيات نشاط 2022
Statistics 2022

ASBU
اتحاد إذاعات الدول العربية

Participation January - December 2022

Date	Sessions	Participants	Countries	Organizations
2022/11/20-18	5 G	49	12	14
2022/01/27-25	How to use artificial Intelligence to produce high quality news	21	12	13
2022/02/10-07	Mobile Journalism	15	7	8
2022/02/17-15	New formats & contents for generation Z	12	9	7
2022/02/24-22	OTT	61	12	17
2022/03/10-07	Sport Storytelling	8	5	6
2022/03/17-15	IP TV Studios	59	9	9
2022/03/24-20	Branding using Graphics (Comoros)	13	1	1
2022/03/24-21	Verifying News on Social Media	14	7	8
2022/04/14-11	Adobe Indesign Level 1	9	1	1
2022/04/21-18	Adobe Indesign Level 2	8	1	1
2022/05/21-16	Lighting in TV studios	20	10	7
2022/05/28-23	Lighting in TV studios (Tunisian TV)	16	1	1
2022/06/03-05/30	ASBU Cloud	18	10	12
2022/06/24-20	Investigative Journalism	16	8	9
2022/06/13-09	Graphics in TV studios - VIZRT System (Kuwait)	8	1	1
2022/06/18-14	Graphics in TV Studios - Chyron system (Kuwait)	7	1	1
2022/06/23-19	Graphics in TV Studios - Brainstorm system (Kuwait)	7	1	1
2022/06/23-21	DVSB	32	7	7
2022/07/01-06/27	Cyber Security	14	6	7
2022/07/07-05	Create New Content with Archives	11	5	5
2022/07/22-18	File Quality Control	13	7	8
2022/09/15-12	TOT : Training online : Steps & Methods	17	11	11
2022/10/27-24	Advanced Podcasting Level 2	13	8	9
2022/12/02-11/28	Radio Automation	14	9	9
2022/12/09-05	IP in Radio Studios	11	5	5
2022/12/15-12	Crisis Communication Management	10	5	6
2022/12/21-20	Women Leadership in Radio & TV	26	10	11
Total : 28		522	20	36

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