



# ASBU ACADEMY

## PROGRAMME 2024

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**Eng. Abdelrahim  
Suleiman**  
ASBU Director General

## Commitments of success

Today, the Arab States Broadcasting Union Media Training Academy is respected and appreciated by all member organizations for its outstanding training in various modern fields of audiovisual work, whether it be face-to-face or online training. The Academy has also gained the respect of its international partners, including prestigious training institutions such as the European Broadcasting Union Academy (EBU Academy), the French Institute for Archives (INA), and HBS (Host Broadcast Services).

The satisfaction rate with the Academy's performance is evident in the continuous evaluation results conducted after each training session. The anonymous surveys for the year 2023 revealed commendable satisfaction rates, with an average of 87% for course content, 96% for trainer performance, and 93% for logistical organization by the Academy.

These successes impose new responsibilities on the Academy to keep pace with the rapid transformations in media work in the digital era, especially in the use of artificial intelligence in production, news, sports, editing, archives and translation, including avoiding and combating the misuse of AI for fake images and news.

The proposed training program for 2024, as planned by the Academy's team, clearly shows a selection of a pertinent range of program and engineering course topics, as well as the expansion of the Academy International partner network by adding the prestigious University of HEC Montreal. This new field opens up future prospects for partnerships with universities to develop advanced degrees such as specialized professional master's programs.

While thanking our member organizations for their continued participation in training sessions, the Academy will also closely focus on strengthening its relationships with training Officials to enhance information flow and to identify training priorities.

## 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 follow 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 trainers and trainees ;
- 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

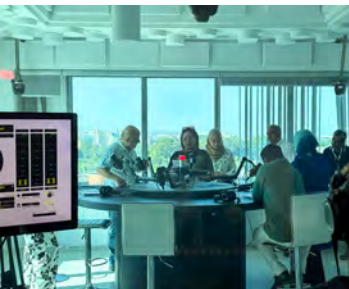
In order to keep pace with the changes, developments, and international best professional practices in the audiovisual field, the Academy set up a Consultative Council made up of nine Arab and foreign experts appointed as such. The Council holds a face-to-face meeting once a year, and meets a second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

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;



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 seven courses:

- Mobile Journalism in Arabic
- Mobile Journalism in English
- Basics in sound processing
- Journalism Ethics
- Investigative Journalism.
- News & Terrorism
- 10 Golden Rules for Editing.

Free Courses are crowned with certificate of achievement (Open Badge). New Courses will be added during 2024.

## 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



Mojo in Arabic



Mojo in English



News & Terrorism

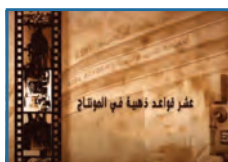


Investigative Journalism



Journalism Ethics

New courses will be  
added in 2024



10 Golden Rules for Editing

*asbuacademy.online : 7 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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*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 .





**ASBU**  
Arab States Broadcasting Union  
*League of Arab States*

# ASBU ACADEMY

## Training Program 2024

Period	Subject	Date
January	Fifth Generation Networks (5G)	*
	Fact checking & AI	29-31/01/2024
February	Using New Media Tools, Software Platforms and AI for News and Program Production	*
	ASBU Cloud Platform	*
	Artificial Intelligence for HQ News	19-21/02/2024
	Radio-TV Archives Strategy	27-29/02/2024
April	IP Based TV Studios	*
	Lighting in TV Studios	*
	Media in Disaster Risk Reduction and Saving Lives	22-25/04/2024
May	Cyber Security	*
	Storytelling for Generation Z	13-16/05/2024
	Artificial Intelligence (AI) Technology	*
	Live Sports Commentary	27-30/05/2024
June	Innovative Management & Creativity	04-07/06/2024
July	T-DAB +	*
	Training of Trainers: e-learning (Moodle)	15-18/07/2024
September	Virtual Studio	*
	Production of an economic TV News bulletin	23-27/09/2024
October	Creating engaging visual content for Social Media	08-11/10/2024
	Radio News : writing and presentation	21-25/10/2024
	Satellite Transmission	*
November	Radio Automation Systems	*
	Engineering Project Management	*
	IP based Radio Studio	*
	Strategy of Archives Digitalization	25-28/11/2024
December	OTT	*
	Lighting & Color Correction	**
	Radio Programing	09-12/11/2024
Radio Podcasting		**

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

\*\* Courses will be held if possibilities are available

# إحصائيات نشاط 2023

## Statistics 2023



### Participation January - December 2023

Date	Sessions	Participants	Countries	Organizations
2023/01/19-17	Fifth Generation Network (5G)	40	12	12
2023/01/26-23	Fact Checking News - Level 2	14	4	6
2023/02/02-01/31	Tools, Software & New Media Platforms in Radio & TV	32	11	12
2023/02/10-06	Engineering Project Management	16	8	11
2023/02/17-13	Mobile Journalism: Portrait & Interview	13	7	9
2023/02/24-20	Virtual Studio	14	9	9
2023/03/10-06	Live Sports Direction	13	7	8
2023/03/16-14	IP Based TV Studios	38	8	12
2023/03/30-28	ASBU Cloud	12	3	1
2023/05/05-02	Cyber Security	17	6	10
2023/05/10-08	How to use Artificial Intelligence to produce HQ News	11	5	6
2023/05/26-22	ASBU Cloud	17	7	11
2023/05/27-24	Lighting and photographing	6	1	1
2023/06/02-05/29	Lighting in TV Studios	12	3	4
2023/06/09-05	TV Documentary	10	4	4
2023/07/13-10	Leadership skills to drive Innovation	11	4	6
2023/07/20-18	DAB+ Digital Radio Broadcasting	48	19	30
2023/09/15-11	Training of Trainers in the Audiovisual Field	11	6	6
2023/09/29-25	File Quality Control	16	7	10
2023/10/06-02	Writing & Presenting Radio News	13	6	6
2023/10/13-09	Satellite Transmission	13	5	7
2023/10/20-16	TV Interviews for Studios	9	5	6
2023/10/27-23	Radio Automation Systems	9	5	5
2023/11/09-06	Data Journalism for Economic & Financial News	11	5	6
2023/11/16-14	New formats & contents for Generation Z	17	8	8
2023/11/30-27	Advanced Podcasting - Level 2	20	8	9
2023/12/15-11	Mobile Journalism - First Level	9	2	5
Total : 27		452	33	54

# إحصائيات نشاط يناير - ديسمبر 2023

Statistics January - December 2023



## جنسية المشاركين Participants Nationality

عدد المشاركين Nb.Trainees	البلد Country	رقم N
13	اليمن - Yemen	19
1	الصين - China	20
1	المجر - Hungary	21
2	النمسا - Austria	22
2	الهند - India	23
3	اليابان - Japan	24
2	إندونيسيا - Indonesia	25
3	إيطاليا - Italy	26
3	أستراليا - Australia	27
4	ألمانيا - Germany	28
2	بنغلاديش - Bangladesh	29
1	تايلاند - Thailand	30
1	ماليزيا - Malaysia	31
1	ميانمار - Myanmar	32
1	نيبال - Nepal	33
452	المجموع : 33 Total	

عدد المشاركين Nb.Trainees	البلد Country	رقم N
73	الجزائر - Algeria	1
13	البحرين - Bahrain	2
6	جزر القمر - Comoros	3
13	مصر - Egypt	4
20	الأردن - Jordan	5
2	الكويت - Kuwait	6
1	لبنان - Lebanon	7
19	ليبيا - Libya	8
5	موريتانيا - Mauritania	9
22	المغرب - Morocco	10
37	سلطنة عمان - Oman	11
18	فلسطين - Palestine	12
7	قطر - Qatar	13
39	السعودية - Saudi Arabia	14
17	السودان - Sudan	15
1	سوريا - Syria	16
117	تونس - Tunisia	17
2	الإمارات المتحدة - UAE	18

# إحصائيات نشاط يناير - ديسمبر 2023

Statistics January - December 2023



## جنس المشاركون Participants Gender

26%	116	Women نساء
74%	336	Men رجال
100%	452	Total المجموع :

## عدد الهيئات Number of Organizations

54

## عدد البلدان Number of Countries

33

## جنسية المدربين Trainers Nationality

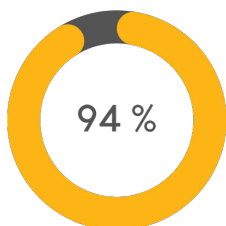
عدد المدربين Nb.Trainers	البلد Country	رقم N
1	Algeria - الجزائر	1
1	Australia - أستراليا	2
2	Belgium - بلجيكا	3
2	France - فرنسا	4
1	Portugal - البرتغال	5
2	Sudan - السودان	6
1	Switzerland - سويسرا	7
3	Syria - سوريا	8
14	Tunisia - تونس	9
5	United Kingdom - المملكة المتحدة	10
1	Yemen - اليمن	11
33	Total : 11	المجموع :

معدل نسبة الرضا يناير - ديسمبر 2023  
Average of Satisfaction January - December 2023

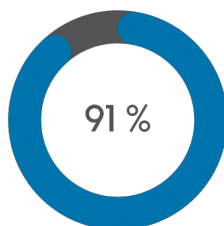
## ASBU ACADEMY KPI

JANUARY- DECEMBER 2023

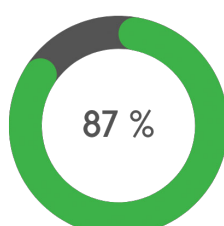
Average of satisfaction



ORGANIZATION- التنظيم



TRAINERS - المدربون



SESSIONS - الدورات

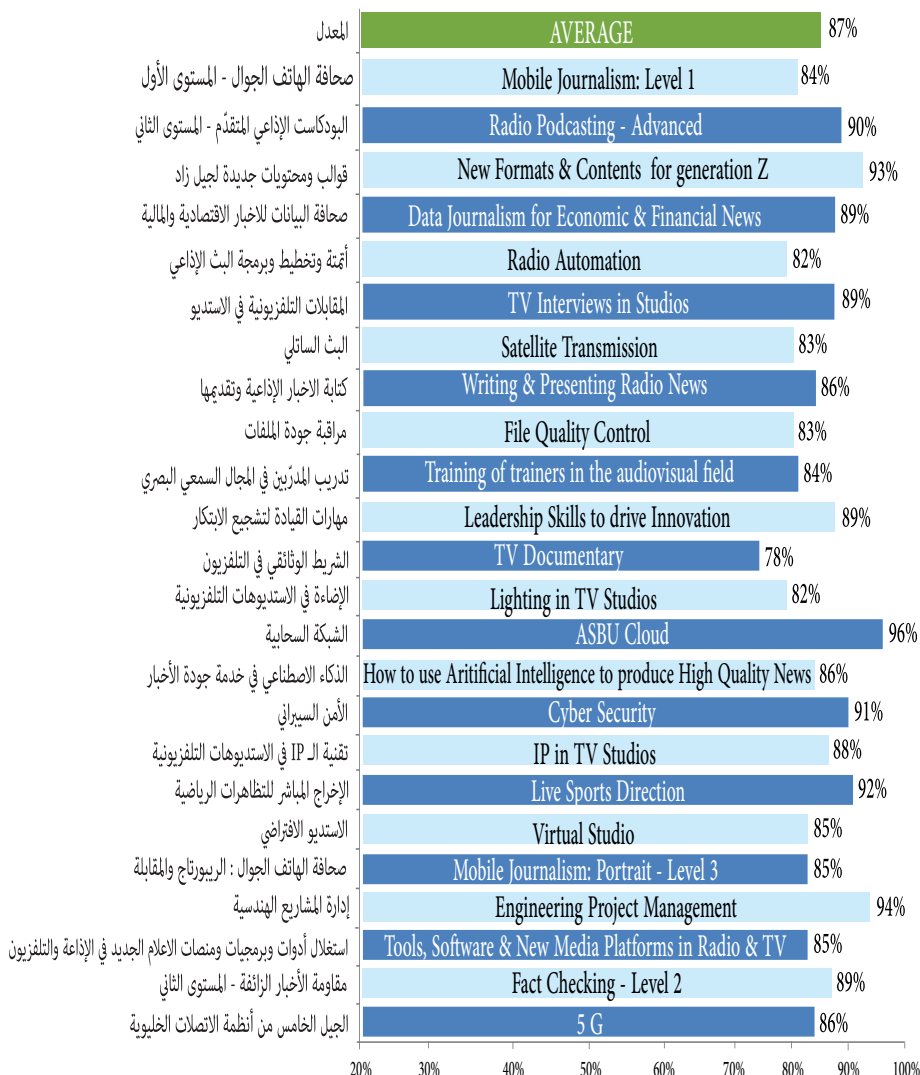
# مؤشرات المردودية

## Key Performance Indicators 2023



### نسبة الرضا عن الدورات من جانفي إلى ديسمبر 2023

### Satisfaction about Sessions: January - December 2023





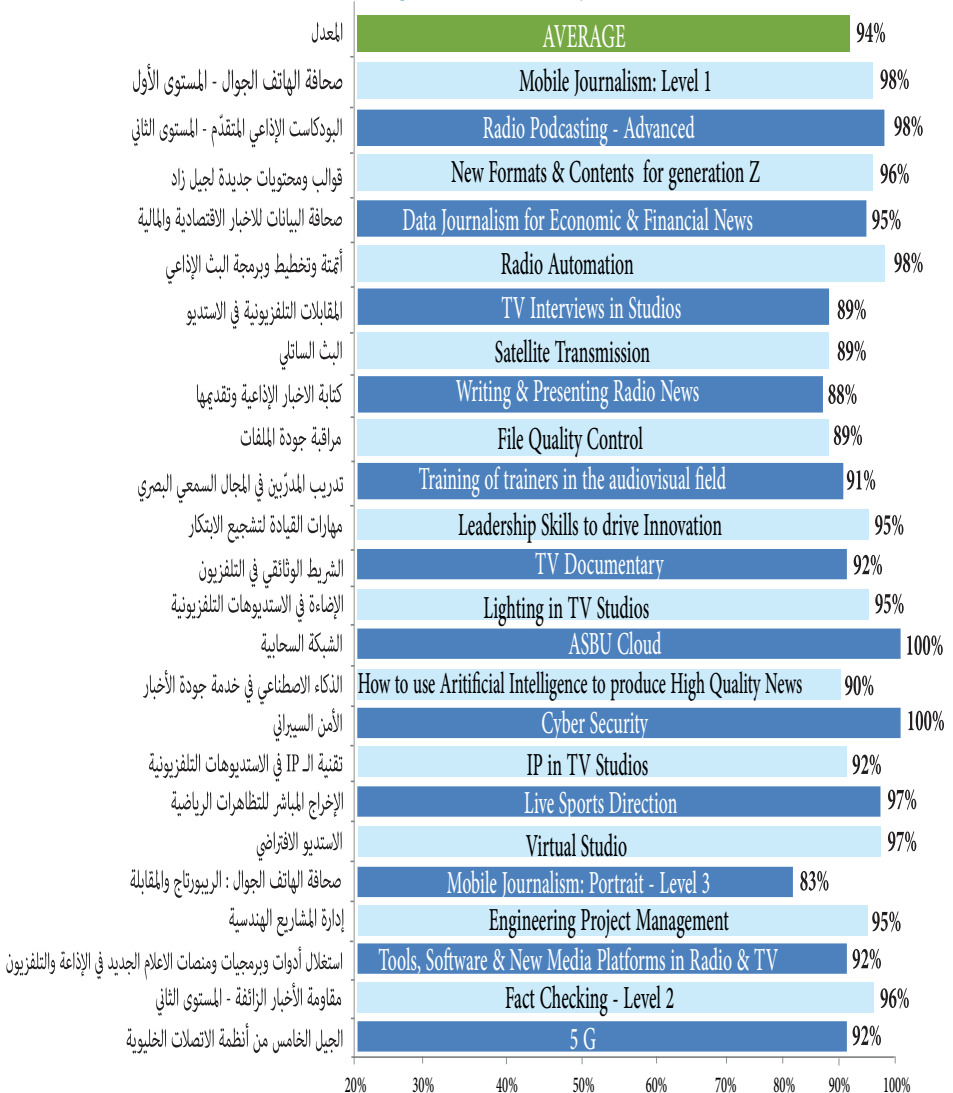
# مؤشرات المردودية

## Key Performance Indicators 2023



### نسبة الرضا عن التنظيم من جانفي إلى ديسمبر 2023

### Satisfaction about Logistics : January - December 2023





# ASBU ACADEMY

## PROGRAMME 2024