



MEDIA TRAINING ACADEMY



ASBU

Arab States Broadcasting Union

League of Arab States



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**In order to raise Arab competencies
in the field of radio and television**

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Aware of the important role of training in human resources rehabilitation and in institutional upgrading in the field of audiovisual broadcasting, ASBU has, since its establishment in 1969, placed vocational training among its priority goals.



Official inauguration

April 29th 2017 : Official inauguration of the ASBU Media Training Academy, with many high representatives from ASBU members, international media organizations and equipments manufacturers companies.

Upon the request of many ASBU Member Broadcasters, and aware of the need to promote training in ASBU and grant it the importance it deserves so as to keep up with the current communication revolution and meet the challenges facing Arab media, and keen on improving the level of training provided, ASBU set up a high-level training academy as a strategic option that would ensure the perennity of the training activity and boost its quality at all levels.



HD TV Studio Control room

Accordingly, ASBU built the 5th floor of its HQ to be devoted to the Academy's training activities.

The Academy is equipped with a HD TV studio and a digital radio studio with an IT-based platform for operating, program production and distribution. Other purchased equipments are used in a Multimedia Training Room and a Multi-purpose one. These equipments were installed late March 2017.



Multimedia training room

A professional and human networking that connects Arab broadcasters, helps them interact with the best trainers and experts in the field.

Duration of training sessions

The duration of training sessions in the Academy varies according to the theme, targeted public and venue of training.

- Short training sessions (one to five days)
- Medium training sessions (two to four weeks)
- Long training sessions (two to thirty months).

Type and place of training sessions

- Centralized sessions at the Academy's headquarters in Tunis. They represent the Academy's annual program.
- Decentralized sessions upon request : usually held at the requesting body's headquarters, jointly with other specialized bodies. They can also involve Master Classes for a limited number of trainees.
- Regional sessions to be held in cooperation with currently existing centers, provided these centers meet the minimum professional requirements (equipments, staff, spaces...).

Training approach



Multi-purpose room

The Academy adopts an interactive training approach, combining theoretical lectures and case studies of best practices with a focus on professional applied exercises.

The active participation, interaction and exchange of trainees are an important part of this training curriculum. For that, the Academy uses:

- Face to face training;
- On line training, using the MENOS system, with access to ASBU-Cloud;
- Branded training, which uses the two systems.

Diplomas

Delivered certificates are of various types :

1. Certificates of participation at short sessions, workshops and specialized exploratory visits;
2. Co-branded professional certificates when the training session is held jointly with an accredited body or training provider.



Digital IP Radio Control Room

A practical, up-to-date and interactive training meeting the current challenges faced by the arab broadcasters — journalists, engineers, managers

3. ASBU Academy diploma for long and medium-term training sessions.

4. University diplomas: The Academy seeks to sign agreements with accredited arab/international universities for long-term training programs leading to acknowledged academic certificates.

Registration

Information on the activities of the Academy is addressed to the ASBU members and published on the ASBU website.

To submit their applications to the training sessions, participants complete a registration form which they can download on the ASBU website (www.asbu.net).



TV Studio

Travel and accomodations

Travel, meals and hotel expenses are generally borne by participants.

Fees

ASBU Training Academy is not a commercial project. It is one of the professional services that ASBU provide to its members within the professional broadcast package (Exchanges, news, sports, training, events...). But the participation to the session is not free of charge.

Starting sessions 2017

Mobile Journalism (29 April - 02 May); Netia Administrator (02 - 05 May); Project Management (08 - 12 May); Podcast production (16 - 18 May)

Because the Arab region lacks specialized training centers that combine high quality and appropriate prices, the services of ASBU Academy will be either free or at very reasonable prices.

Members: Training sessions are free of charge for the first participant and at low fees for the following.

Non members: Special fees are available.

Partnerships and cooperation

Through the Academy, ASBU seeks to guarantee high-quality training at reduced costs, and to enhance the Academy's international outreach.



To serve these goals, training sessions are organized in cooperation with companies and institutions recognized at the Arab and international levels, and also with professional unions :

- European Union (EU)
- Eurovision Academy

- European Broadcasting Union (EBU)
- Asia-Pacific Broadcasting Union (ABU)
- International Telecommunication Union (ITU)
- International Association of Broadcasting Manufacturers (IABM)
- Eurovision Academy
- Asian Centre of AIBD
- Jordan Media Institute
- Institut National de l'Audiovisuel, France
- BBC Academy
- Thomson Fondation
- Reuters
- Netia
- Winmedia
- Dalet.

References

- Recommendations of ASBU 94th Executive Council
- Faisability Study, October 2016, as discussed and adopted by the professional debate session on December 17, 2016
- Resolutions of the 35th General Assembly (9-11 December 2015).
- Resolutions of the 36th General Assembly (14-13 December 2016).

And the list of partners is set to expand...

Management and Faculty

The Academy relies on a small working team to run its management activities and outsources external, high-level experts and professionals to ensure its training sessions.

In order to keep up with developments and changing professional practices in the radio and TV field, the Academy has established a Consultive Council of nine Arab and international experts, designed in their quality by the ASBU Director General for three years each. Two thirds of the panel are replaced every three years.

The Council's role includes providing assistance in defining the Academy's training strategy, helping out its permanent team set priorities according to key developments in the training sector.

Contact

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