



ASBU ACADEMY

2020

Table of contents

Editorial	V
Enhancing Arab Competencies	VI
Program 2020	X
Statistics and Key Performance Indicators 2019	30

ASBU Academy
ASBU Headquarters

Rue Sofiene Chaari, Centre Urbain Nord - P.O. Box 250 - 1080 Tunis Cedex - Tunisia

Tel. : (+216) 71 849 000 - Ext. : 504

Fax : (+216) 71 843 054 - 71 843 101

Email : asbuacademy@asbu.net

Web : www.asbu.net

© ASBU, 2020



Eng. Abdelrahim Suleiman
ASBU Director General

In a steady and continuous performance

In less than three years, ASBU Media Training Academy has become a reference for vocational training in the audiovisual field, as it has successfully organized no less than 75 sessions for almost 1000 trainees coming from 30 countries and 87 organizations. Participant satisfaction with these training sessions has reached eighty-eight percent. The Academy's influence has gone far beyond the borders of Arab countries, and its training sessions are attended by participants from Asian and African organizations.

The Academy was not content with organizing training sessions at its headquarters in Tunis; it responds as well to the organizations' requests for the holding of decentralized sessions according to their priorities. It also offers training sessions to some member organizations with limited resources, conducted at their head office.

The Academy has widened its partnership with some the most prestigious academies and organizations in the area of their expertise, such as the European Broadcasting Union Academy, the French Audiovisual Institute, the International Telecommunication Union, and the Asia-Pacific Institute for Broadcasting Development. The Academy has implemented a voluntary policy aimed at training Arab trainers, and set up an e-learning platform on which it offered the first course on "Mobile Journalism" in both Arabic and English.

We hope that these achievements will serve as an additional impetus for the team of the Academy to improve performance and pursue initiatives in promoting Arab competencies in the audiovisual field.

It is our hope that our organizations' members will keep up with the efforts made by ASBU through enhancing the participation of their cadres in the training activities. Today, continuous training has become a compelling and, possibly even, a vital need, in view of the amazing developments brought by the digital age to our work in the field of information, both as practice and as culture.

Enhancing Arab Competencies in the Audiovisual Field



Sports Live Direction, March 2019

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
- 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;



*Sudan : Decentralized session Presenting TV News,
March 2019*

- 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;
- 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.



*Oman : Decentralized session on IP based Radio
Studios, April 2019*

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.



TV Talk Show, November 2018

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,

In 2020, 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.

Length 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.

e- learning

In order to extend the benefit to the greatest number of Arab professionals, the Academy has established since June 2019 a e-learning platform that offers online training courses. The platform has begun its activities with a free course on "Mobile Journalism" available in Arabic and English, and will further be enriched by other topics in 2020 (www.asbuacademy.net).

Certificates

The Academy offers training participation certificates to the trainees who have attended at least 80% of the courses.

asbuacademy@asbu.net

   @asbuacademy

Media and Marketing

Training Academy seeks to expand its reach, direct the focus of the media towards its activities through conventional channels (correspondence of member organizations) and support communication and marketing through modern means: the Union's website (Academy icon) and its pages on social networks (Twitter and Facebook) covering the completed activities and announcing the next courses.

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.

Training Program 2020

Period	Subject
January	ASBU Cloud
	Investigative Journalism
February	Media Asset Management
	Radio Automation
	Fact Checking
March	Presenting Economic News on TV
	IP Based TV Studios
	Data Journalism
April	Lighting
	Live Sports Direction
	Live Sports Replay
June	TV Shooting by using High Definition Cameras
	Digital Archives Restauration
	DVB-S " Satellite Interference problems and solutions "
July	Training of Trainers on Fact Checking
	Training of Trainers on Moodle
	(TV Measurements of SD/HD(SD/ HD
September	TV Documentary
	Story telling using Social Media
	5G
October	Editorial Management and Leadership
	Become a radio podcaster
November	IP based Radio Studios
	Cyber Security
December	Graphic
	Working with audience measurements

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



الفيديوهات الفيروسية
Viral Videos



المونتاج التلفزيوني
NL Editing for TV Production



الإخراج المباشر للظواهر الرياضية
Sports Live Direction



صحافة البيانات
Data Journalism



تكنولوجيا وتشغيل الكاميرات عالية الدقة
Mastering HD Cameras



تشكيل المشاهد الإبداعية باستخدام الإضاءة الخارجية
Portable Documentary Lighting



أمن المعلومات
Cyber Security



إستراتيجية رقمنة ومعالجة الأرشيف السمعي البصري
Digitization & Management
Strategy of Audiovisual Archives



الغرافيك لإنتاج الهوية البصرية وشارات البرامج التلفزيونية
Branding Using Graphics



تدريب المدربين
Training of Trainers



الكتابة للصورة الخبرية
Writing for News Pictures



بناء قدرات الموارد البشرية
Team Building in Human Resources

إحصائيات نشاط 2019

STATISTICS 2019

Participation from January till December 2019

Dates	Session	Participants	Countries	Organizations
2019/01/18-14	ASBU cloud	15	6	9
2019/01/31-21	NI Editing for Tv Prodcution	9	5	6
2019/02/15-11	Radio Automation	13	6	6
2018/02/22-19	Viral Videos	14	6	8
2019/03/08-04	Sports Live Direction	16	11	12
2019/03/26-17	TV News, Sudan	27	1	1
2019/03/22-19	Data Journalism	12	6	8
2019/04/05-01	Shooting Imagine using documentary lighting	10	4	4
2019/04/12-08	Mastering HD cameras	13	6	6
2019/04/25-21	Oman, IP Radio Studios	13	1	1
2019/04/26-23	IP TV Studios	9	4	4
2019/05/17-14	Adobe Photoshop	12	1	1
2019/05/23-20	Radio Studio	5	1	1
2019/05/30-27	TV Studio	6	1	1
2019/06/14-11	Digitization & Management Strategy of Audiovisual Archives	18	6	8
2019/06/21-17	Cyber Security	17	8	9
2019/07/20-15	Training of Trainers e-learning	11	5	10
2019/07/26-22	Writing for news pictures	8	4	5
2019/09/12-02	Branding using Graphics	6	5	6
2019/09/20-17	Team building in Human Ressources	15	6	10
2019/09/27-23	TV signals SD/HD	12	5	5
2019/10/02-01	Audience Measurement in Radio & TV	19	6	6
2019/10/17-14	Legal Contract for programs in the digital age	9	5	6
2019/10/31-28	Social Media Strategy for Broadcasters	15	6	8
2019/11/15-11	DVB-S/S2/S2X/S2Ext	12	4	5
2019/11/22-19	Organizing & Managing Integrated Newsrooms	21	9	11
2019/11/29-25	IP Based Radio Studio Design	13	4	5
2019/12/09-07	Fake News - Sudan	23	1	10
2019/12/20-16	Mobile Journalism	22	9	11
TOTAL : 29		395	23	44

إحصائيات نشاط 2019

STATISTICS 2019

جنس المشاركين Participants Gender

27%	105	Women نساء
73%	290	Men رجال
100%	395	Total المجموع

جنسية المدربين Trainers Nationality

عدد المدربين N.Trainers	البلد Country
2	Algeria الجزائر
2	Egypt مصر
1	Germany ألمانيا
3	France فرنسا
1	India الهند
1	Jordan الأردن
2	Lebanon لبنان
1	Morocco المغرب
1	Netherlands هولندا
1	Pakistan باكستان
1	Poland بولندا
1	Portugal البرتغال
1	Saudi Arabia السعودية
1	Sudan السودان
1	Switzerland سويسرا
2	Syria سوريا
27	Tunisia تونس
5	United Kingdom بريطانيا
54	Countries : 18 : مجموع البلدان

جنسية المشاركين Participants Nationality

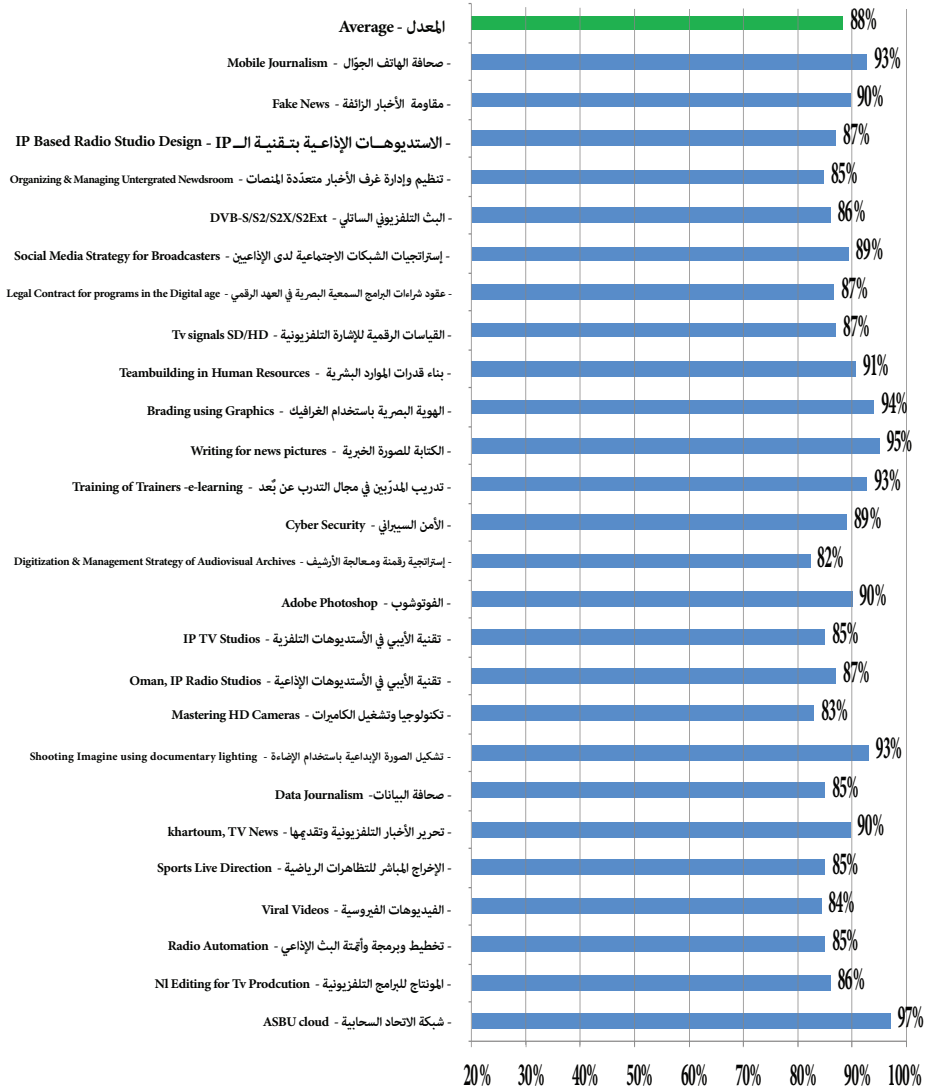
رقم N°	البلد Country	عدد المشاركين Nb.Trainees
1	Algeria الجزائر	19
2	Angola أنغولا	1
3	Bahrain البحرين	1
4	Cameroon كامرون	1
5	Egypt مصر	10
6	Indonesia اندونيسيا	3
7	Jordan الأردن	13
8	Kuwait الكويت	2
9	Libya ليبيا	14
10	Morocco المغرب	15
11	Mozambique الموزمبيق	1
12	Nigeria نيجيريا	1
13	Oman سلطنة عمان	56
14	Palestine فلسطين	20
15	Qatar قطر	2
16	Saudi Arabia السعودية	17
17	Sudan السودان	59
18	Syria سوريا	2
19	Tunisia تونس	93
20	United Kingdom المملكة المتحدة	1
21	Yemen اليمن	15
22	Zimbabwe زيمبابوي	1
23	ASBU اتحاد إذاعات الدول العربية	48
	المجموع : 23 : TOTAL	395

مؤشرات المردودية

Key Performance Indicators 2019

نسبة الرضا عن الدورات

Rate of satisfaction about sessions



مؤشرات المردودية

Key Performance Indicators 2019

نسبة الرضا عن التنظيم

Rate of satisfaction about organization

