Masterclass on inclusive and resilient Broadcasting development

1 and 2 September 2024

Kuala Lumpur, Malaysia

**Introduction:**

Broadcasting plays a crucial role in Early Warning Systems (EWS) by disseminating timely and accurate information to the public about impending hazards. With support from the Department of Infrastructure, Transport, Regional Development and Communications and the Arts (DITRDCA) of Australia, the Masterclass is being organized by ITU as a pre-event during 19th Asia Media Summit (AMS) 2024 which is organized by Asia-Pacific Institute for Broadcasting Development (AIBD) in Kuala Lumpur, Malaysia.

The masterclass will feature discussions on the role of Broadcasting as an indispensable component of Early Warning Systems (EWS). It will highlight the strengths of traditional and modern broadcasting technologies through which EWS can significantly enhance community preparedness and response which ultimately results in saving lives and reducing the impact of disasters. It will also cover sessions on AI and inclusion, highlighting the potential impact of AI on women and vulnerable groups in society and the need for inclusive approaches to AI development and deployment as well as in broadcasting.

In conjunction with the masterclass, the Youth empowerment: Celebrating Girls in ICT Day Malaysia 2024 will be held on 2 September 2024. Sessions of this event aims to inspire girls and young women to pursue careers in STEM, ICT, and broadcasting. The focus of sessions on leadership and exposure to successful youth in these fields complements the masterclass's emphasis on inclusivity and the ethical use of technology in broadcasting. The target participants for the Youth empowerment: Celebrating Girls in ICT Day Malaysia 2024 are students, young women and young men aged 15-24 years in Malaysia.

**Target**

The event would attempt to bring together participants from Asia and the Pacific working in national broadcasting, disaster management, ICT industry, academia and telecom sector.

**Event Scope**

The event is being planned as a physical event.

**Partners**

* **Organizers:** ITU
* **Supported by:** 
  + AIBD
  + DITRDCA Australia
  + DFAT Australia

**Summarized Event details**

* **Venue**: Kuala Lumpur, Malaysia
* **Event date**: 1 and 2 Sep 2024
* **Participation**: Asia-Pacific membership of ITU and AIBD
* **Webpage**: <http://itu.int/go/MTQO>

**Draft Program**

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| **Sunday, Sep 1, 2024** | |
| **GMT+8**  09h30-10h00 | **Introduction and Opening**   * AIBD * ITU |
| 10h00-11h15 | **Session 1:** AI, Gender Equality, and Social Inclusion – What’s the Connection?  This session reviews the link between AI, gender equality, and social inclusion and highlights the risks AI can pose to women and vulnerable groups in society. It touches upon subjects like gender, algorithmic bias, the feminization of AI, and real-world implications of discriminatory AI systems. It also shows how gender-blind and gender-neutral approaches to AI can contribute to gender inequality.  **Facilitator:**   * Mr. Alex Högback, ITU Regional Office for Asia and the Pacific   **Speaker:**   * Dr. Joyee S. Chatterjee, Associate Professor, Asian Institute of Technology, Thailand |
| 11h30-12h30 | **Session 2:**  The Role of Broadcasting and Media in Informing Inclusive AI Policy Making  This panel discussion provides perspectives from different stakeholders on how broadcasting and media can support gender-sensitive and socially inclusive AI policymaking by bringing attention to the risks and opportunities presented by AI to women and vulnerable groups in society, as well as by improving the representation of women and minorities in media reporting on AI.  **Moderator:**   * Ms. Leong Lai Fong, AI Engineer, Google Developer Expert (Cloud & ML)   **Speakers:**   * Dr. Aini Suzana Ariffin, Associate Professor at Universiti Teknologi Malaysia (UTM); Head of AI Governance, Regulation & Ethics, MOSTI * Dr. Fairoza Amira Binti Hamzah, CEO, Women in AI Malaysia; Lead AI Engineer, MyEG Services Berhad; Co-founder, Ever AI Technologies Malaysia * Dr. Sharifah Sakinah Syed Ahmad, Associate Professor, Universiti Teknikal Malaysia Melaka (UTEM) * Ms. Julie Marks, Governance, Peace and Security Communication Specialist, UN Women Regional Office for Asia and the Pacific |
| 12h30-13h45 | **Break** |
| 13h45-15h00 | **Session 3**: Broadcasting in National Early Warning and resilience Strategy  Broadcasting plays a crucial role in Early Warning Systems (EWS) by disseminating timely and accurate information to the public about impending hazards. The session would look at the overall role of broadcasting in EW strategy at national level and how broadcasting can be embedded into best practices of EW through standardized technologies (e.g. cell broadcasting and location-based messaging, AI, satellite D2D) and protocols (Common Alerting Protocol).  **Speakers**:   * Enhancing resilience for efficient disaster response, Aamir (ITU) |
| 15h00-15h15 | **Break** |
| 15h15 – 16h30 | **Session 4**: Country Experience  The session would provide the platform to share experiences and case studies on how effectively the broadcast media has been used to provide EW information to pubic.  **Speakers**:   1. Mr Indra Prasad Basyal, Under Secretary MoCIT, **Nepal** 2. Ms Evelyn Toa, Broadcasting and media regulatory Officer, TRBR **Vanuatu** 3. Mr Ravnil, Prasad, Principal Engineer, Depart of Comms, **Fiji** 4. Ms. Sima Rafsanjani Nejad, MICT- **Iran** 5. Mr Nono Sugiono, **Indonesia** 6. Ms. Teataa Tekaie Rheisel, MICT **Kiribati** |
| **Monday, Sep 2, 2024** | |
| 09h30-10h30 | **Session 5:** Key insights from regional study on *Resilient National ICT infrastructure: Considerations based on Gap assessments in Asia and the Pacific*  The session would share key outcomes of a regional study, conducted by ITU, involving case studies and best practices in strengthening resiliency of national digital infrastructure while keeping the costs of services affordable. The study also investigated approaches on preparedness of administrations at Policy and regulatory level and impactful strategies on the EW information dissemination and communication.   * Ms Chirstine Apikul * Developing actionable messages for inclusive EW, Dr Kasi Sekar * Mr Francis Herman, Spasifik Media |
| 10h30-10h50 | **Break** |
| 10h50-12h30 | **Session 6**: What would be your response if disaster is eminent? Tabletop Exercise (TTX)  **Scenario Overview:** A Category 4 hurricane, Hurricane blast, is forecasted to make landfall in the northern region of your country in 48 hours. The hurricane is expected to bring heavy rainfall, high winds, and a storm surge, posing significant threats to life and property. The region includes both urban and rural areas with a population of approximately 500,000 residents.  **Facilitator:**   * Aamir (ITU) |
| 12h30-14h00 | **Break** |
| 14h00-14h30 | ***Youth empowerment: Celebrating Girls in ICT Day Malaysia 2024***  **Introduction and Opening**  MC:   * Ms. Rury Demsey, ITU Regional Office for Asia and the Pacific   Opening remarks:   * Mr. Kishore Babu Yerraballa, ITU Area Representative for Southeast Asia and other Member States in Asia and the Pacific * Ms. Philomena Gnanapragasam, Secretariat Director/CEO, AIBD   Special remarks:   * Ms. Nurul Izzah Anwar Ibrahim, Chairperson of the Social and Economics Research Initiative (SERI) and Vice President of KEADILAN   Keynote address:   * H. E. Ms. Teo Nie Ching, Deputy Minister, Ministry of Communications Malaysia   *Group photo session* |
| 14h30-15h15 | **Session 1: Special Panel Session**  [International Girls in ICT Day](https://itu.int/girlsinict) is celebrated worldwide every year on the fourth Thursday of April with the objectives of encourage girls and young women to pursue STEM education, inspiring girls and young women to work in STEM careers and engaging the community and promoting collaboration through partnerships. It aims to address the core challenge of low women presence in the field of STEM education including information and communication technologies. The gap is even more pronounced at the leadership position.  Girls in ICT Day provides an opportunity for girls and young women to see and be exposed to the benefit of ICT in enabling their career aspirations. To date, over 377,000 girls and young women have taken part in more than 11,400 celebrations of International Girls in ICT Day in 171 countries worldwide. In 2024, the theme for GICT is “Leadership” with the focus on inspiring girls and young women by exposing them to women in leadership position and facilitating that break down the hinderances  In 2023, women constituted only 14% of tech leaders globally, highlighting the need to better support girls and young women to take on leadership roles in the next decade. During this special session, panellists will discuss innovative strategies that can be implemented to promote leadership qualities in girls and young women within STEM, ICT, and broadcasting fields.  Moderator:   * Ms. Charlotte Chong, Brickfields Asia College (BAC)   Panellists:   * Dr. Meisin Lee, AI Research Fellow, Monash University Malaysia * Ms. Olivia Constance Nichols, News Anchor, RTM * Ms. Kuhaneetha Bai Kalaicelven, Faculty of Arts & Social, Sciences/President, International Relations Society, Universiti Malaya (IRSOC UM)   Note: Session includes interaction with participants  *(Each speaker to have 10 min max. focusing on the information required to be shared)*  *Q&A session if time permits*  *Group photo session* |
| 15h00-15h15 | **Break** |
| 15h15-15h30 | **Interactive session for students**  Quiz on “Girls in ICT”  This interactive session is designed to engage students in a fun and educational quiz focused on "Girls in ICT." Participants will test their knowledge about the contributions, challenges, and opportunities for girls and young women in the field of Information and Communication Technology (ICT). This session aims to raise awareness, inspire, and encourage students to explore careers in ICT.  Facilitator:   * Ms. Rury Demsey, ITU Regional Office for Asia and the Pacific |
| 15h30-16h15 | **Session 2: Intergenerational Dialogue**  This session fostered an inter-generational dialogue on leadership in the field of Information and Communication Technologies (ICTs) by bringing together girls and women leaders and experts in the ICT and broadcasting sector. The moderators facilitated discussions by posing the questions to both girls and women in ICT, allowing for a dynamic exchange of perspectives, contributions, and experiences to other girls and women in ICT and broadcasting as speakers involved. Audience participation through questions is encouraged, enhancing the depth and richness of the dialogue.  This dialogue also provided a platform for insights, reflections, and strategies on leadership in ICT, aiming to inspire and empower both current and future generations of girls and women in the ICT and broadcasting sectors.  Moderators:   * Ms. Rosa Monica Cangco, Benchmark Broadcast Systems Singapore * Mr. Nasrullah Dharejo, Student, University of Malaya   Panellists:   * Mr. Nik Naharudin Bin Mohd Nasir, Director, Digital Talent & Entrepreneurship, Malaysia Digital Economy Cooperation (MDEC) * ⁠Ms. Julie Marks, Governance, Peace and Security Communication Specialist, UN Women Regional Office for Asia and the Pacific * Ms. Mary Elizabeth Cheng, BICSI Malaysia Country Chair and the Women in Security Chair for ASIS Malaysia Chapter   *(Each speaker to have 10 min max. focusing on the information required to be shared)*  *Q&A session if time permits*  *Group photo session* |
| 16h15-16:45 | **Session 3: Youths’ Responsible Use of Social Media**  Malaysia is to enact a bill to empower the Government to remove criminal online content. This is due to the rampant cases of cyberbullying on social media in particular among the younger generations. The suicide case of a social media influencer in Malaysia is one of the examples of cyberbullying whereby the attacker is employing electronic communication to bully or harass the victim on the Internet, particularly on the social media sites. As immediate measures to curb this arising and worrisome problems, the government is introducing new regulatory framework for social media and internet messaging services, effective August 1 of this year. This moderated session provides an avenue for youths like University and secondary school students to share their thoughts on the harmful of cyberbullying on social media platforms and how would the Bill be relevant?  **Moderator:**   * Ms. Amber Tan May Xuan, International Advertising, Communication and Technology College (IACT College)   **Speakers:**   * Kirtharna A/P Kumaran, Student, SMK Sekyen 1, Kinrana, Puchong, Selangor * Harvinder Singh A/L Sanmugam, SMK La Salle; * Nurhidayah Binti Abdullah, SMK Assunta; * Phavarasan A/L Bhuvaneswaran, SMK La Salle.   *Each speaker to have 5 minutes max. focusing on the information required to be shared)*  *Q&A session if time permits*  *Group photo session* |
| 16h45-17h00 | **Closing**  Closing:   * Ms. Rury Demsey, ITU Regional Office for Asia and the Pacific |