

# Meet the

# Judges

**DOUG BERNARD**

Voice of America

**SIMON BUCKS**

Sky News

**PETER BURDIN**

BBC

**LINDSAY CORNELL**

BBC Research

**TOBY HARTWELL**

APTN

**CARLSON HUANG**

Radio Taiwan Intl

**GERRY JACKSON**

SW Radio Africa

**AHMAD IBRAHIM**

Al Jazeera

**JOHN IVE**

Ivetech

**JONATHAN MARKS**

Critical Distance

**BRIAN MARTINEZ**

Bloomberg TV

**JOANNA SHIELDS**

Bebo

**DAVID SMITH**

Okapi Consulting

**SIMON SPANSWICK**

AIB

**DENIS TRUNOV**

Russia Today TV

**MIKE WHITTAKER**

Showtime Gulf DTH



## COMMENDED

### Al Arabiya

#### *Saving Ali Dabaja*

**Judges' comments** A moving story excellently photographed that brings credit to the reporting team's bravery. Powerful television, although perhaps intrusive, thought one of the judges.

### Russia Today –

#### *Chernobyl Anniversary*

**Judges' comments** A well-photographed and surprisingly detailed report which got to the heart of the matter.

## Clearer coverage of a single news event - TV

### CBS News



This is one of the most popular categories in the AIB Media Excellence Awards, perhaps because competition between international news and current affairs channels has grown with recent channel launches.

The judges were unanimous in their decision to award **CBS News** the prize for its programme *Among a Resurgent Taliban*, broadcast in September 2006. **Lara Logan**, CBS News chief foreign correspondent, obtained unprecedented access to Taliban fighters in one of their strongholds in Ghazni province. The judges said that this report was outstanding, offering exclusive coverage with high production values. Lara Logan is one of the bravest reporters around, suggested one of the panel and her frequent visits to Afghanistan show through in this report with its depth of understanding of the issues.



Journalist Sami Yousafzai collects the Award on behalf of Lara Logan

## COMMENDED

### Radio Sawa

#### *Heart of the Matter: Soldiers of Heaven*

**Judges' comments** A range of interesting views from different guests with different perspectives, commented the judges, although perhaps a little old-fashioned in presentation style with lengthy discussions that test listeners' patience.

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## Clearer coverage of a single news event - radio

### BBC World Service

As popular as its television equivalent, this category brought in a large number of entries covering a wide range of news stories from around the world.

The judges awarded the top prize to **BBC World Service** for its coverage of the Israel-Lebanon war, saying that this was an example of classic war reporting combined with an almost perfect blend of frontline access and compassion for the impact on ordinary people caught up on both sides of the conflict.



Balanced reporting that took listeners right to the heart of the war-torn areas of both countries, said another judge. The reporting provided pictures for listeners that were as graphic as any shown on television, commented another.

# Best topical programme

## - TV

### NDTV

**NDTV** is the winner for its original and moving report on HIV-AIDS. A powerful piece of television dealing with a difficult subject that has at its core a range of issues that are not openly discussed in India, such as prostitution and contraception.

The entry, produced by **Tanuja Singh**, was well filmed and edited, and brought to the viewer an understanding of the scale of the problem that's been ignored by many for a great length of time. Tanuja is pictured receiving her Award from Mishal Husain.



## COMMENDED

### Al Arabiya

#### **Fake Passports in Somalia**

**Judges' comments** A very watchable production that examined how easy it is to obtain a passport in the failed state of Somalia, often for as little as US\$20.

### Bloomberg Television

#### **The Business of Climate Change**

#### **Judges' comments**

Comprehensive analysis and reporting on the effects of climate change in Europe, sleekly produced.

# Best topical programme

## - radio

### BBC World Service

This was a popular category and judges found it challenging to reach a final decision. As a result they awarded three highly commended citations.



It was the **BBC's** *Ghana: African Perspectives* that the judges decided should be declared the winner for an exceptional piece of radio. Dealing with the difficult subject of abortion in Ghana, presenter **Rosie Goldsmith** (pictured left with programme producer Anca Toda) talked to young women who described – in sometimes harrowing detail – how they had tackled unwanted pregnancies. The programme – which judges branded “inspiring” – also talked with local health workers to see what steps they were taking to solve the problem.

## COMMENDED

### Radio Australia

#### **Pacific Beat Blogs Challenge**

**Judges' comments** Well-researched and balanced. The entry got to the heart of why international radio remains vital in many parts of the world.

### Radio Free Europe

#### **Uzbekistan and its Neighbours**

**Judges' comments** An excellent programme with a good range of soundbites and packages, impressively revealing the dark work of the Uzbek secret services.

### United Nations Radio –

#### **Commemoration of the 200th anniversary of the Abolition of Slavery**

**Judges' comments** Good presentation that talked through the history of the slave trade and slavery in an interesting and engaging way.

# SW Radio Africa

# France 24

## Most creative marketing concept

The judges in our marketing and strategy categories decided to award two prizes to take account of the very different challenges facing radio and television broadcasters.

In radio, **SW Radio Africa** caught the attention of the judging panel for their initiative to beat censorship in Zimbabwe. SW Radio Africa is based in the UK and beams its programmes back to Zimbabwe to provide a lifeline to citizens that are effectively denied access to free and fair information about their country. SW Radio Africa is routinely jammed by the authorities in Zimbabwe and has countered this by sending the station's daily news headlines via SMS text messages to mobile phones. More than 6,000 people in the country receive the service, with around 100 additions to that total every day.

The judges were agreed that SW Radio Africa's initiative was a very smart way to overcome the difficulties of a very challenging operating environment.

For television, **France 24's** launch campaign wins our Award. The channel launched on the web before its satellite distribution began and they worked hard to cultivate the blogging community and engaging in an online dialogue with people who both praised and criticised the channel. Our judges said that the campaign was very well thought through and well executed, with a unique use of animation to bring in younger viewers.

The marketing campaign seems to have generated the right results, with the channel breaking all records in achieving carriage in some parts of the world.



Gerry Jackson, station manager of SWRA, collects their Award



The France 24 team, with Jean-Yves Bonsergent, COO, holding the Award



## COMMENDED

### **EditShare**

#### **EditShare MBC**

**Judge's comments** Open architecture and an ability to handle a wide range of formats and editing platforms make this a strong choice for live producers.

### **S4M Solutions for Media**

**Judge's comments** A very thorough implementation of ad-sales software that's essential for broadcasters that need to ensure their revenues are generated faultlessly.

## Gear of the year Omnibus Systems



Omnibus CTO Ian Fletcher receives the Gear of the Year Award

Whilst many broadcasters are becoming less technology-driven, they are increasingly dependent on many different technologies. This is particularly evident in the production chain, where it's essential that many different pieces of kit need to fit and work together. The AIB judges decided to reward organisations that were spearheading new approaches to workflow.

The winner of this year's Gear of the Year award goes to **Omnibus Systems**, a UK-based company that creates the software to run a TV station on standard commoditised IT equipment, instead of specialist and expensive kit that only performs a single function. Scalable and integrating a great number of functions that allow multi-skilled operators to take control, commented the judges, as well as being applicable to broadcasters of very different sizes. The judges were particularly impressed by the energy-saving opportunities presented by Omnibus Systems' ITx which wins this year's Award.

## COMMENDED

### **Radio Australia**

#### **Breakfast Club**

**Judges' comments** Interesting and engaging radio that works well and tries to do away with formulaic breakfast broadcasting.

### **Radio Canada International**

#### **Entre dos Mundos**

**Judges' comments** A creative and interesting partnership between Canada's international radio broadcaster and Radio Cultura in Brazil that works on a number of levels.

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## Most innovative partnership

### Radio New Zealand International

In addition to reaching listeners directly through short and medium wave transmissions, plus an increasing number of FM relays, international broadcasters are working in partnership with local stations in many parts of the world. It's a learning process on both

sides but now a number of long-term partnerships are emerging which offer a win-win result to the parties.



The winner of this category is **Radio New Zealand International**. With just 12 staff, RNZI serves 18 stations in the Pacific, choosing to work with local broadcasters instead of building an expensive network of FM stations. Our judges were impressed with the work RNZI has undertaken with partners coming together and giving each audience – local and regional – information

and topics to connect to on all levels in their own language. It's a complex yet all-encompassing concept that's working brilliantly.

# Most innovative cross-media production

## BBC Global News

This new category was designed to showcase the work that many broadcasters are now engaged in to bring together - in a co-ordinated way - radio, TV, mobile and the web. The judges were looking for examples of genuine cross-media production, not simply throwing some existing audio or video on to a website as an afterthought.

Richard Porter, BBC World, and Liliane Landor, BBC World Service



**BBC Global News** is the winner for its Generation Next production. Nine days of special programming on television, radio and online captured the views of young people under the age of 18 across the world - an important demographic as today's youth population is one sixth of the planet's total. This was, said the judges, a wide-ranging concept that was well executed, providing interesting topics for a hard-to-reach market. The follow-up was first class with excellent research that tackled subjects that transcend national boundaries.

## COMMENDED

### **Deutsche Welle World Cup XXL**

**Judges' comments** A clean and concise production that offered an innovative take on a major global event.

### **Radio Netherlands Worldwide UN Millennium Goals**

**Judges' comments** This offered a fresh look at a familiar international issue with good presentation and sufficiently broad for anyone in any market to listen to and be entertained and stimulated.



## COMMENDED

### France 24

**Judges' comments** An impressive start for this channel, now operating in French, English and Arabic, with an enthusiastic team that is delivering news, current affairs and documentaries in an engaging presentational style.

### NDTV

**Judges' comments** The judges noted that the channel tackles socially important issues and engages with the audience through the use of a slick professional style of presentation.

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# AIB International channel of the year 2007

## Bloomberg Television



International television is booming with more channels launching in the last 18 months than ever before resulting in more competition and greater need for differentiation.

Our judges this year were faced with a range of entries highlighting quite different approaches. After much deliberation, they decided that

**Bloomberg Television** should be the channel named as the 2007 AIB Channel of the Year. With comments ranging from consistently high quality to punching above its weight, the judges thought that Bloomberg Television has brought business and finance to the mainstream, successfully marrying specialist material with more mainstream coverage of news and current affairs. With an excellent range of interviewees, Bloomberg Television manages to get to the heart of the subjects that it tackles.

## COMMENDED

### BBC World Service

**Judges' comments** Good presentation, good interviews, good vox pops and overall high production values and a clear mission - covering the issues of concern to the international community.

### Radio Sawa

**Judges' comments** Good production values delivering content that is needed in the Middle East and North Africa, commented our judges. Perhaps a little more international content is needed to divert from the Middle East/US news agendas.

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# AIB International station of the year 2007

## Radio New Zealand International

With so many international radio stations with such different budgets, priorities and language services, judging this category proved challenging. However, the result was clear-cut: **Radio New Zealand International**,

targeting the Pacific, has proved it has the ability, clarity of vision and resources to deliver something that's valued by its audiences throughout the region. The judges agreed that it has a challenging market to reach, but believe that the station is fulfilling its mission.



News was described as straight down the middle and no-nonsense although the judges did suggest that presentation had room for improvement. Overall, with its inclusive partnership approach to local broadcasters and the value it delivers for its stakeholders, RNZI is the deserved winner of AIB International Station of the Year 2007. The Award was collected by Jonathan Hunt, New Zealand High Commissioner in London

# AIB International radio personality of the year George Arney



The need for great personalities on radio has never been greater. With the increase in international television channels, radio relies on its voices to keep the audience engaged and to stay tuned. The judges were looking for people who are passionate about their work and who explain complex topics in interesting ways.

The 2007 AIB International radio personality of the year is **George Arney** of BBC World Service. The judges were unanimous in their decision that the top award should go to Arney - they said his slightly quirky approach reveals great truths about how people live their lives, and that he takes listeners behind the scenes with the planet's most powerful leaders. His ability to give the listener a feeling of place as well as content is perhaps, thought the judges, the strongest argument for him winning the Award.

## COMMENDED

**Jonathan Groubert**  
**Radio Netherlands Worldwide**  
**Judges' comments** A solid broadcaster with gravitas who demonstrates an excellent grasp of the subjects he discusses on air, showing a remarkable degree of research.

**Dr Adil Awadh**  
**Radio Sawa**  
**Judges' comments** Radio Sawa is fortunate to have a heavyweight presenter of Dr. Adil Awadh's stature. Dr. Awadh brings a level of credibility to this Washington-based operation. He faces obstacles other international radio presenters do not as he is studio-based and unable to travel to his target zone.

# AIB International TV personality of the year Lyse Doucet



Television news is increasingly competitive so every channel needs a roster of talented individuals with strong on-air presence to keep the viewers from channel-hopping. It's also about trust - the viewers need to feel comfortable and believe that the person on the screen knows what they're talking about.

The judges were highly impressed by **Lyse Doucet**, one of the main presenters on BBC World.

They said that Doucet is one of the leading presenters and journalists on international TV today, who is highly professional and conveys the news with just the right measure of confidence.

## COMMENDED

**Barkha Dutt**  
**NDTV**  
**Judges' comments** Professional and engaging, with an on-screen personality that demonstrates excellent research into the subjects she discusses.



# AIB Editors' Award

## Everywoman - Al Jazeera English

When Al Jazeera English launched in November 2006 it quickly grabbed the headlines for its news output. But the channel has created a number of world-class feature programmes that the AIB believes deserve more attention. The programme **Everywoman**, produced by **Maire Devine** (pictured collecting the Award) and presented by **Shulie Ghosh** (pictured top left) is the best example.

The programme is uncompromising in its approach and digs deeper on often sensitive subjects to uncover the stories that women want told.

Everywoman is the first show of its kind produced in the Middle East and the AIB believes the work of the *Everywoman* production team is worthy of special acknowledgement in this year's AIB Media Excellence Awards.

## COMMENDED

### Mobuzz TV

**Judges' comments** Based in Madrid, Spain, this innovative company produces a short daily lifestyle magazine that is specifically designed to be viewed on an iPod or mobile phone. They have been experimenting with a range of formats in order to produce content that works well on the smallest screen - it's a very different technique to producing for 4:3 or 16:9.

The company is international, producing its output in English, French and Spanish and the AIB believes that the Mobuzz style of production is refreshing, creative and done with enthusiasm.

