



**MEDIA &
CULTURE DAYS**

December 6 - 8, 2022

Bali, Indonesia

Turmoil around the world over recent years has presented great challenges the media must confront if we are to continue serving our audiences and our nations. Faced by accelerating technological change, the COVID pandemic and global political and economic uncertainties, the desire for a return to comfort and consistency have exposed many issues, among them the crucial role culture plays in our national lives.

The media in general and national public service broadcasters in particular are cornerstones of those cultural lives, so how are we facing these challenges in 2022 and beyond?

Some of the answers to this important question will be found at this year's **Media & Culture Days** conference to be hosted by Radio Republik Indonesia (RRI) in Bali, from **6 to 8 December 2022**. This international forum organised by the Asia-Pacific Broadcasting Union and Radio Romania is a bridge for dialogue between media and culture experts from the Asia-Pacific and other continents, dedicated to examining the role of media in promoting, creating and preserving culture.

The agenda this year will focus on a number of critical areas including: sustainable culture and how media sustains culture; we will see case studies from members showcasing remarkable cultural projects; we will explore how to harness new platforms to make great cultural programs; and we will plan the first ever ABU cultural program exchange, supported by a cross-platform co-production. We will also create an ABU Culture Committee to drive projects year-round.

The conference is a chance to see what other people are doing of value, to share your own noteworthy initiatives, harvest new ideas, join new initiatives, and meet other people facing the same challenges as you.

This second edition of the ABU Media & Culture Days will be heavy on showcasing practical initiatives that actually work and sharing information about activities of which people are especially proud. As usual, we will have plenty of opportunities for informal networking and also chance to enjoy some of the unique cultural gems of our Indonesian hosts.

AGENDA

6 December 2022	DAY 1
09:00 – 09:20	Welcome and Opening Host Welcome ABU Welcome
09:20 – 09:50	Keynotes from our Host and Partner Sustainable culture and how media sustains culture <ul style="list-style-type: none"> • I Hendrasmo, President Director RRI • Dr Dan Santa, Director of International Relations, Radio Romania
09:50 – 10:50	Media’s role in the economics of cultural activities – Panel Discussion Media play important roles in the economies of their nations, so this session will look at how broadcasters can support the economic benefits of culture and in turn profit from them. From promoting travel and tourism to helping small-to-medium enterprises leverage income from cultural assets and activities, panellists will discuss real-world issues, challenges and innovative solutions for countries large and small. <ul style="list-style-type: none"> • RRI Indonesia – Mr Mistam • Mohd Dzulfirzal, CEO Sarawak Media Group – Malaysia • Alexandre Pletser – URTI, Belgium • Anastasiia Marushevska, Global Communications Coordinator, Ukrainer project – Ukraine
10:50 – 11:20	Morning Tea
11:20 – 12:00	Showcases Session 1 – Asia-Pacific Perspectives Moderated by: Akim Mogaji The Showcase sessions will feature case studies from members describing their innovative projects. Q&A to follow. <ul style="list-style-type: none"> • VOV – Featuring ABU Prize Winning Digital Work “The Alley” – Uyen Thi Nguyen • NBT Thailand: 3 Takeaways Ms Siriluck (by video) • Mr Rizal Zulkapli, CEO Sarawak Media Group, Malaysia • Thai PBS
12:00 – 12:30	Gaudeamus Book fair: Monetising Culture & Creating Content Flavia Voinea Radio Romania
12:30 – 14:00	Lunch
14:00 – 14:45	Special Showcase: Culture during times of crises Guest presenter and Digital Nomad Anastasiia Marushevska will explain the workings of Ukraine’s digitalisation project established to identify important cultural infrastructure and artifacts and promote them overseas. She will also look at how the current war in Ukraine is affecting that project and what is being done to preserve their achievements from destruction. Anastasiia Marushevska , Global Communications Coordinator, Ukrainer project – Ukraine Q&A to follow
14:45 – 15:15	Workshop Challenge: Making Stories Akim Mogaji
15:15 – 15:45	Afternoon tea
15:45 – 16:30	Showcase Session 3 – European Perspectives on Media & Culture

	Florin Brusten, Radio Romania Sanne Breimer, Inclusive Journalism, Netherlands
16:30 – 16:45	Workshop Challenge: Ideas into Action
16:45	Wrap up & Close of Day 1
18:00	Welcome Dinner
7 December 2022	DAY 2
09:00	Introductions & agenda highlights (recap)
09:15 – 09:45	Special Presentation: Action & creativity – how traditional arts changed the social and economic landscape. Dwi Hernuningsih – Senior Broadcaster/Journalist; Profesional Staff of National Resilience Institution Lemhannas RI; Human Capital Task Force of Persada (Indonesia Assosiation of local public radio-tv); Vice Chair, Ikaltv.
09:45: 10:15	ABU Showcase: What the Union is offering Moderated by Hakim Amir, Harimau Entertainment Malaysia, with Director of ABU Programming Yasu Nagahata <ul style="list-style-type: none"> • ABU-Thai PBS co-production – Imp Pongkapatien • Children’s Drama Series - • ABU Doc – Welldy Handoko, Rekam Indonesia • ABU TV Song Festival
11:15 – 11:45	Morning Tea
11:45 – 12:30	Workshop Challenge: Bringing Ideas to Life
12:30 – 14:00	Lunch
14:00 – 15:00	Special Masterclass - Cultural Heritage in 8K project, with NHK Taro Kunimi, Senior Producer, NHK Shinji Suzuki, Program Director, NHK Followed by Q&A
15:30 – 16:00	Afternoon tea
16:00 – 16:30	Where to from here? <ul style="list-style-type: none"> • An ABU Culture Group – We create an ABU Culture Committee to drive projects year-round. • An ABU Multi-Platform Co-Production & Program Exchange – next steps
16:30	Formal Close of Conference A concise summary of conference proceedings and outcomes. Formal farewell
	Close of Day 2
8 December 2022	Day 3
09:00	Cultural excursion