Development and Public Service Broadcasting
In the Asia-Pacific

An Annotated Research Bibliography
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Cover photograph:
Kaibola Beach,
Kiriwina Island (PNG)
From the author’s collection.
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Two key factors influence on the construction of this bibliography.

1. It takes Public Service Broadcasting (PSB) to include institutions as technologically sophisticated and journalistically oriented as the Australian Broadcasting Corporation’s (ABC) online and other services, and as technologically basic, and community-led, as rural radio stations in the developing countries of Asia and the Pacific.

2. The focus is at least as much on the potential and capacity of PSB to deliver development solutions across all media platforms, as it is about what major players in PSB are currently delivering.

This annotated bibliography is intended as a background resource to enable further research by honours and postgraduate students, academics and policy-makers. Finally, the emphasis is on development and the means of implementing it in Asia and the Pacific, using all forms of PSB under the themes included in the table of contents above: development, civil society, and governance.
Background

DEVELOPMENT AND PUBLIC SERVICE BROADCASTING (PSB) IN THE ASIA-PACIFIC

In developed countries both commercial and Public Service Broadcasting (PSB) technologies are rapidly changing as online media become more important in the production and sharing of knowledge. Radio can now be streamed or pod-cast online; YouTube is trawled by journalists for human interest and hard news stories while politicians use it as an unmediated means of communicating with the electorate; and, media conglomerates are moving from print to online news in a game of catch-up with entrepreneurial independents. It is easy to forget when enmeshed in the preoccupations of formulating policies and regulations for the newest technologies, and media hype around the provision of sturdy solar laptops to village children in Africa, that for millions of people living in the developing countries of Asia and the Pacific it is PSB radio and (perhaps) television, along with face-to-face communication, that are still the dominant means of sharing and acquiring knowledge about events in one’s country, and the rest of the world. While the figure of 694 million internet users worldwide is impressive (Carter and Weerakkody 2008), the logical correlation is that at least 5.93 billion inhabitants of the planet are not online. Of course there are Asian and Pacific countries joining the ‘internet revolution’ to a greater (Singapore) or lesser (Papua New Guinea) extent, and international bodies like the Digital Divide Network that foster such efforts. However, unless adequate infrastructure is in place—electricity supply, reliable telephone connections, and/or access to satellite technology—prior forms of broadcast media such as television and radio remain the means with the greatest potential for the provision of development initiatives via PSB whether from international, regional or local-community providers.

Many aid agencies understand this and international bodies have produced working papers and funded projects aimed at improving the local delivery of PSB to this end. However, the World Bank Organization (WBO) also has reservations about existing media companies and the degree of control they may exert in developing countries. The WBO working paper on Broadcasting and Development: Options for the World Bank (Elzroth and Kenny, 2003) succinctly states:

Reform of the broadcast sector can have a significant development impact. As well as increasing investment opportunities in a dynamic sector, expanding the ownership of broadcast providers is directly associated with better political rights, higher life expectancy, lower infant mortality, and improved schooling outcomes. (p.ix, italics in the original)

This call for sector reform from the WBO, which includes a reduction of the concentration of media in the hands of the state and family-owned consortia, is an understandably politically sensitive suggestion to post-colonial national governments keen to exert their sovereignty and is as open to commercial interests as PSB. However, the potential benefits for development from improving PSB outlined in this working paper are straightforward and re-appear across much of the literature. PSB can be a means of improving governance, enhancing civil society and delivering development solutions for those most in need; for example, through initiatives aimed at the delivery of fundamentals such as education and public health information. This WBO working paper goes on to argue for two initiatives that dominate the policy debates around the use of PSB for development: greater use of a combination of flexible delivery, alongside the fostering of digital technology convergence so that access to the internet can be provided via television or even through interactive community radio. The WBO is concerned to overcome practical impediments to change and this is just one of many papers that they have commissioned aimed at improving PSB in developing countries (see the select list on p.3).

Broadcasting has long been understood as a means to effect public education and social change, though with varying transformative success in prior social contexts. Early public discussions on radio in the UK, USA and Australia around sex education were attempted but were socially inflammatory (Bashford and Strange 2004). In colonial India before the ‘consolidation of
All India Radio (circa 1936) (Zivin 1998, 717) localized community radio thrived, though more in the service of traditionalism and conservatism. The provision of education of all forms and efforts to sustain community in the face of intensifying globalization remain on the agenda for PSB in developing countries. As Harrison and Woods (2001) explain, in the EU and similarly developed countries PSB continues to be understood by government and non-government agencies as a ‘public good … which has democratic potential’ (481). As a result, the same general principles underpin the promotion of PSB in aid delivery. Two further points that should be kept in mind are, firstly, that PSB is often erroneously conflated with state broadcasting (see p.4), and secondly that donor-driven desires to provide high tech solutions may only reach a minority of people and therefore prove ineffective in practice (see p.6). Finally, this bibliography provides a general introduction to the issues around PSB and development, looking at specific examples relevant to Asia and the Pacific, while also using examples from other regions (such as Africa) that are directly relevant to our three main themes: promoting development, through both international and local initiatives; enhancing civil society; and, improving governance.

References


Further reading

The following is a small selection of recent WBO publications relevant to PSB in Asia and the Pacific available free of charge from: http://www.worldbank.org/reference/


Mefalopulos, Paolo, Development communication sourcebook: broadening the boundaries of communication, New York, The World Bank, 2008


Websites

Throughout this bibliography web-addresses are provided for sites relevant to PSB and development in Asia and the Pacific. The descriptions provided are edited versions of material taken directly from these websites.

The Development Gateway is an interactive site that houses knowledge resources focused on development issues. It provides links to over 60,000 reports, best practice documents and other valuable online resources. http://topics.developmentgateway.org/ict

The Digital Divide Network is an enormous internet community designed for educators, activists, policy-makers and concerned individuals working to bridge the digital divide worldwide. It provides members with the ability to build online communities, to publish blogs and articles and join discussion boards. It has a strong development agenda. http://www.digitaldividenetwork.org

The DOT-COM Alliance is a USAID-funded program to promote the use of Internet Communication Technologies (ICT) across all development sectors. It extends ICT access to under-served communities and accelerates development-related uses of ICT and is led by the Academy of Education Development (AED). It is particularly dedicated to improving governance and encouraging the innovative application of ICT. http://www.dot-com-alliance.org

The Global Knowledge Partnership (GKP), established in 1997 is ‘the world’s first stakeholder network in the area of ICT for development.’ http://www.globalknowledge.org

The International Development Research Centre (IDRC) is a Canadian corporation that works and publishes in close collaboration with researchers from the developing world in their search for the means to build healthier, more equitable, and more prosperous societies. http://www.idrc.ca

The Organization for Economic Co-operation and Development (OECD) is dedicated to using economics for development and as such supports PBS for governance and civil society. http://www.oecd.org

World-Links works to empower youth worldwide through technology. It provides developing countries with capacity-building and self-sustaining school-based, ICT-related solutions that transfer skills and create measurable, exponential impact. http://www.world-links.org
Development: International Initiatives

PSB AND GLOBAL DEVELOPMENT

The WBO is only one global agency involved in the promotion and implementation of PSB, there are other major international or global bodies that promote and are committed to the use of PSB for the enhancement of development. These include various agencies of the United Nations (UN) and major international non-government organizations (NGOs). PSB can be used as an effective means for the flexible delivery of education and capacity building. The role of education in informing civil society and governance will be dealt with in later sections. For the moment we will remain focused on projects aimed at using PSB to increase literacy and numeracy, to deliver or enhance development programs (such as programs on sustainable environment, employment and community), and to roll out public health initiatives.

The UN agencies best known for being involved in rolling out their own PSB programs and for supporting regional initiatives are UNESCO, UNICEF, UNDP, UNESCAP, and UNISDR. (Links to the relevant web-addresses for these agencies are provided in the Website sections of following pages.) UNICEF offers a wealth of information via its online video and radio. Aimed specifically at improving children’s lives, UNICEF’s global radio service is focused on the health, education, equality and the protection of children, and features ‘news and in-depth stories from around the world, streaming audio for listeners everywhere, and high quality MP3’s available for broadcasters to download free of charge.’ These programs range from interviews with children about their lives and information on issues such as living with HIV/AIDS, to discussions of rebuilding education in the wake of conflict and supporting leaders of the future in developing countries. UNICEF Podcasts and Vodcasts offer similar audio and video programs on demand. Most of these materials are aimed at providers rather than recipients: they are aimed at informing listeners and viewers about the possibilities for change rather than delivering development programs. This is at least in part because the formats require reliable access to a computer. However, while UNICEF and the other UN agencies named above lobby governments to formulate policy, formulate policy papers of their own, and they also fund direct development assistance using PSB under the auspices of their various regional initiatives (see the next section).

UNESCO runs global and regional ‘activities in communication and information’, with a regional node for Asia and the Pacific jointly based in Jakarta and Bangkok, that regularly releases publications for the enhancement of education and health programs using ICT and flexible delivery (see a selection of references amongst the Website links). In 2005 UNESCO funded the research and development of Public Service Broadcasting: A best practices source book. This publication makes the important distinction between state broadcasting—which in many countries does not meet the criteria given of universality, diversity, distinctiveness and independence from political influence—and PSB, which may or may not be state-sponsored. This is a more constricted notion of PSB than is used in this bibliography, which has the conscious intention of including community-produced PSB which cannot aspire to universality and complete diversity, but it is nevertheless a valid point that most writers on PSB erroneously conflate it with state-run broadcasting. This publication is a valuable resource for defining how the safeguards to ensure independence, and the other important criteria, might be implemented within national constitutions and regulated by legislation. This is an extremely useful document for thinking through what may be learned from the experiences of developed countries as they have instituted and regulated PSBs within constitutions, national law and international law. Though, of necessity, the way those systems have developed is embedded in global Northern practices which are in favour of particular kinds of regulation (or de-regulation) so it is in this sense ‘biased’. As such, the push towards legal regulation which this document strongly recommends might be understood as unwonted interference in developing states’ sovereignty in its recommendations for constitutional and/or legislative reform to take into account PSB.
The Asian Development Bank (ADB) also funds programs across the region, either directly or through its research arm, the Asian Development Bank Institute, which conducts research and development programs in partnerships around the world. The ADBI has a catalogue of free publications that are outcomes of its own research as well as a large collection of texts produced by other agencies, including CD-ROMS. These texts cover a wide range of subjects: capacity building, journalism, media governance, education, environment, etc. The ADBI also rewards excellence in PSB journalism with an annual award for the best piece on Governance, Regional Integration, Environment and Infrastructure.

Links to notable NGOs working with PSB are provided to the right. OneWorld is not active in South-East Asia or the Pacific but its suite of sites devoted to knowledge for development are useful beyond the range of the countries where they have site offices and implement programs. Similarly, Freeplay works mostly in Africa but their efforts in providing durable hand-cranked radios (that require no batteries and no electricity supply) to rural and remote communities in developing countries is an example that has obvious applications in Asia and the Pacific.

References

UNICEF Video and Audio website: http://www.unicef.org/videoaudio/


Further Reading


The breadth of policy documents, research papers, working papers etc. available from the various UN bodies is enormous. The links to the most relevant websites of UNICEF, UNESCO, UNDP, UNESCAP, and UNISDR from which information on publications can be accessed are listed in the Website box on page 11.

See also the database of UNESCO development projects, which can be browsed by region or by country at:
http://www.unesco-ci.org/cgi-bin/lpdp/Projects/page.cgi?d=1

Other international NGOs that fund projects and produce publications of interest to researchers of PSB in Asia and the Pacific, such as The International Development Research Centre (IDRC), are found throughout the links provided but particularly on this page and on p.3.

http://www.oneworld.net

The OneWorld network spans five continents and produces content in 11 different languages, published across its international site, regional editions, and thematic channels. Many of these are produced from the South to widen the participation of the world’s poorest and most marginalised peoples in the global debate. For example, the South Asia site:
http://southasia.oneworld.net/

OneWorld also has sites devoted to radio and television for development as well as links to thematic channels and collaborative aid projects.
http://tv.oneworld.net
http://radio.oneworld.net
http://www.aidschannel.org
http://www.digitalopportunity.org
http://www.openknowledge.net
http://www.itrainonline.org

InfoDev is housed by the WBO and funds and researches Information Communication Technology (ICT) regulation in developing countries and provides a range of tools, e.g.:
http://www.ictregulationtoolkit.org
an ICT-in-Education Toolkit that provides education policy makers, planners and practitioners with a systematic process to formulate, plan and evaluate education development programs enhanced by ICT.
http://infodev.org/en/Publication.16.html
http://www.ictinedtoolkit.org
http://www.ictinedtoolkit.org
http://www.aidschannel.org
http://www.openknowledge.net
http://www.itrainonline.org

The UNDP supports PSB programs in its key areas: Democratic Governance, Poverty Reduction, Energy and Environment, Crisis Prevention and Recovery, and AIDS:
http://www.undp.org/asia/

UNESCAP and UNISDR similarly support PSB delivering programs in their key areas and UNESCAP also develops policy on ICT:
http://www.unescap.org/
http://www.unisdr.org/

The Asian Development Bank (ADB) and the ADB Institute, fund PSB programs and the ADBI hosts an annual award for the best journalism related to stories on Governance, Regional Integration, Environment and Infrastructure.
Development: Local Initiatives

PSB AND DEVELOPMENT IN THE ASIA-PACIFIC

We looked at the general policy input of UN agencies in the previous section, but bodies like UNICEF also fund local development projects, such as the Lao National Radio, as a means of improving awareness of and so access to the PSB across the country. UNICEF, UNDP and UNESCO also support the efforts of regional organizations such as the Asian Broadcasting Union, and produces collaborative publications with the Asian Media and Information Communication Centre (AMIC) and the Asia-Pacific Institute for Broadcasting Development. Indeed, *Public Service Broadcasting: a best practice sourcebook*, mentioned above, was co-authored by AMIC researchers.

PSB can be used to minimize the drop-out rates of high-school and further education students undergoing development training, as the University of the South Pacific has found in its experimental use of a satellite-based audio-conferencing network that has reached its diverse Pacific island campuses ‘to bring the resources of the University to the people of the region—through consultation, in-service training, seminars by UN and other development agencies, etc.’ (Hudson 2006, p.38) As Hudson points out, this strategy works extremely well, although the challenge of sustaining it beyond an experimental phase is a serious one. APEC nations have sponsored projects ‘for distance education and training, health care delivery, and economic development’ but this requires on-going support to remain effective, particularly where computers may not be well-suited to the climate, and the ability to repair equipment is limited (Hudson, pp. 62-82). As Hudson notes, an early supporter of addressing such problems at the local level was the UNDP’s Sustainable Development Networking Programme, along with the WBO through WorldLinks, InfoDev and the Development Gateway (see websites provided, pp. 3 and 5). Hudson’s study of telecommunications for development is more broadly focused than PSB in Asia and the Pacific but it covers all the basic issues important in any discussion of development though PSB dependent on telecommunications and provided a guide to some of the websites mentioned here. The most important issue is the long-term fostering of those technologies which are likely to be the most accessible for communities (which in her opinion relates to telecenters [sic] and cybercafés).

In another relevant study, though more South Asia than Asia-Pacific, James (2004) argues that even limited access to the internet can be effectively shared through PSB by using local community radio. James describes two case studies. The first was an Indian government-owned roll-out of internet kiosks (Gyandoot) designed to improve governance at the district level by making government documents more locally available by providing online forms and submission. The second project involved the successful use of a single internet connection by an existing community radio station to answer queries from listeners that was trialled in Kothmale, India under the auspices of UNESCO. This model required a minimum of infrastructure and training (one reliably connected computer), and expert volunteers (doctors, lawyers, teachers) who translated requested material from the internet into local languages. Radios were already widely available in the population. While there were concerns about the possibility of gate-keeping by those running the radio-programs James concludes that in practice this can be minimized. He argues ‘the intermediary-approach to Internet delivery, works best when it can be described as a distinctly local endeavour’: that is, when the community ‘owns’ and drives the demand for the service (James 2004, 5) Like others, he cautions against the prevailing paradigm of PSB for development (see Woods 1993)—donor-driven access to new technology that reaches relatively few people—in favour of community-driven access to knowledge via a combination of new and existing technologies. (41) A similar but more active and comprehensive project, also undertaken in India, is the subject of *Other Voices: The Struggle for Community Radio in India* (Pavarala and Malik, 2007), discussed further in the section on governance.
One can see how these kinds of PSB could be extremely effective in the rural areas of developing countries in Asia and the Pacific, in the implementation of development programs to improve education, health, and governance. However, Fursich and Shrikhande (2007) provide a warning example: a program partially funded by UNESCO, intended to enable a PBS television network in India, failed due ineffective application in a highly diversified and commercial sector. They cite the inability to achieve local and participatory engagement, including a lack of sufficient follow up with local community viewers as the reason for this failure. In other words, technological delivery is only part of the answer, face-to-face support and consolidation of the information provided is equally important. They conclude with a recommendation to set up dedicated channels for development PSB.

Further, while these pragmatic approaches to using existing resources to their greatest capacity for the task of implementing development projects are highly effective at reaching people under current conditions, this does not mean that developing countries should not be brought into the ‘information age’ on a wider basis. Pernia’s Strategy for Promoting ICT Literacy in the Asia-Pacific Region (2008) takes up this challenge and has revealing figures on the gap between people’s appreciation of the possibilities of ICT and yet lack of access to ICT in general. This excellent study also provides a breakdown of the kinds of projects related to the use of ICT for literacy education, and provides a range of recommendations.

References


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Pernia, Elena E., Strategy Framework for Promoting ICT Literacy in the Asia-Pacific Region, Bangkok, UNESCO, 2008 (also available on CD).


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Civil Society

PSB AND THE ENHANCEMENT OF COMMUNITY

Civil society in Western (global Northern) thought is generally understood to involve ‘the capacity of people to form associations, to participate freely in civic debates, and to influence social and political decisions. Civil society also implies governance through legal procedures rather than statist decree’ (Keane 2001, 784). We will deal with governance in the next section but it is important to note the interconnection of the two and to take into account the influence of this understanding of civil society in the debates around development, particularly with respect to the claims to its capacity to enhance democracy. PBS is thought to be an agent for civil society since media can be used to promote discussion of the issues, principles and values that are important to a society. We can see from the work of writers such as Keane that emergent civil society [in China] has in fact more to do with economic entrepreneurialism than popular resistance … or … acceptance of constitutional processes, citizenship ideals and the rule of law’ (785) The PSB example Keane uses is of a local drama, Chicken Feathers, which dramatizes the efforts of ‘ordinary’ people to negotiate power relationships within society which ‘suggests that in China the ability to influence associates and officials is a more useful strategy than political lobbying’ (792). In turn, when it comes to broadcasting policy in China, Keane argues that a similar dynamic works to allow intellectuals and producers to interpret and have agency in interpreting and thereby affecting policy implementation at the production level, unlike Western PSB where regulation happens at the legislative level.

Barnett (2004) takes a slightly different tack, using an example from South African PSB to argue that audiences are not the passive recipients of ‘the message’, as has historically been assumed in debates on PSB policy. We see some suggestion of this conservative understanding of PSB in relation to improving all levels of education and life-long learning in South Africa, in arguments that effective communication of PSB for education development requires separate channels (Kwape 2000). Barnett relates a case where, rather than offering didactic on-air education a radical attempt was made influence aspects of civil society in a ‘true-to-life’ television drama serial, Yizo Yizo. This series was based around a school community and raised issues such as factors affecting access to education and wider topics such as HIV/AIDS, rape and gang violence. The degree of controversy it generated proved that audiences were more than capable of being actively critical of the content, though it is less clear that it achieved its intended agenda of affecting attitudes to the issues it broached. It was nevertheless an innovative attempt at influencing civil society through PSB that took an approach to the capacities of its audiences that deliberately challenged them.

These two examples rely on the use of drama to enhance civil society but there are of course more direct means of PSB being used to this end through the news media and public affairs journalism. In describing the reform of the media system in post-Suharto Indonesia Gazali (2003) argues that despite liberalization little has happened to improve the civil society capacity of the media. He claims that in such a heterogeneous society the current national PSBs act against the need for community or public access and participation because communities are widely culturally diverse. Gazali argues for decentralization to improve civil society. According to Rawnsley and Rawnsley (2005) a similar process of liberalization and democratization of the PSB media in Taiwan did not on their own provide ‘sufficient conditions to encourage the growth of media with links to civil society’ (24). They argue that existing political and business relationships continue to affect the media. This argument for decentralization is even more strongly expressed in Television, Regulation and Civil Society in Asia (Kitley 2003). In the foreword to this edited collection Kitley argues that as belief in the possibility of participatory communication waned, it was ‘eclipsed by one that pushed high technology as the panacea for the world’s ailments (again),
the frightening-rapid takeover of mass media by a handful of money-hungry, public discourse-be-damned moguls, and commercialisation and commodification of news and information the like of which the world has never before witnessed.’ (Kitley 2003, p.xiii) In an edited study specifically focused on the regulation of television, Kitley takes as a starting point the lack of direct discussion of the relationship of civil society and the public sphere and attempts to address this silence. This collection gives a comprehensive survey of the power, functions and regulatory status of television in Asia at the time of its printing. It is an invaluable resource for providing a starting point for further research, providing profiles of the national television systems of each of the countries it covers and in giving case studies of the relationship between television and civil society for each.

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The following online conference proceedings of the last two Australian and New Zealand Communications Association (ANZCA) annual conferences provide a range of papers that include writings of relevance to PSB in Asia and the Pacific. This is a good resource for identifying authors who are working in the field and to look for recent and ongoing research by communications writers. http://www.latrobe.edu.au/ANZCA2007/proceedings.html

The 2007 conference was supported by the ARC Asia-Pacific Futures Research Network http://anzca08.massey.ac.nz/massey/depart/cob/conferences/anzca-2008/anzca08-refereed-proceedings.cfm

http://www.anzca08.massey.ac.nz/massey/depart/cob/conferences/anzca-2008/anzca08-refereed-proceedings.cfm

The 2008 conference was supported by the ARC Asia-Pacific Futures Research Network http://anzca08.massey.ac.nz/massey/depart/cob/conferences/anzca-2008/anzca08-refereed-proceedings.cfm

http://anzca08.massey.ac.nz/massey/depart/cob/conferences/anzca-2008/anzca08-refereed-proceedings.cfm

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Governance

PSB, GOVERNANCE AND E-GOVERNANCE IN DEVELOPING COUNTRIES

All the major international and regional aid agencies specifically support the enhancement of governance in their aid to developing countries, some of them explicitly referring to the improvement of PSB as a key strategy in achieving this goal. For example, in 2008 press releases and policy documents from both AusAID and Australia’s Rudd government affirmed a commitment to improving media with the intention of helping ‘citizens participate in decisions that affect their lives and to promote the accountability of government and other institutions’ (AusAID 2007, 1). This builds on earlier projects and broader Australian government aims to foster civil society and governance (Port Moresby Declaration). For example, the program outlined in draft in 2006 on ‘Democratic Governance in Papua New Guinea’ has led to collaboration with media, churches and researchers (AusAID 2007) to increase the ability of local communities to call for local and national government accountability. AusAid also supports similar work in the Philippines, Cambodia, Indonesia, East Timor, Vanuatu, the Solomon Islands as well as through global and regional partnerships.

We saw in the first section of this bibliography that governance was definitely on the agenda for the WBO and was a key concept in Elzroth and Kenny’s recommendations for broadcasting and development. Duncan McCargo gives us two core assumptions from which to understand the potential of PSB in relation to governance:

1. The media are political actors and political institutions in their own right, and
2. As such, the media can play a variety of political roles, some of which support processes of democratic transition and consolidation, and some of which do just the opposite. (McCargo 2003, 2)

The notion of improved governance through improved media often becomes conflated with the improvement of e-governance; that is, with the use of computer-based media. In the earlier discussion under ‘Development – Local Initiatives’, we saw that e-governance was being used through internet kiosks in India as a means to enabling citizens to access necessary forms (in a highly bureaucratized society) and to submit them online. This has the practical effect of saving rural people time and money in not having to travel to central offices far from their homes to access government services. In a country like PNG, where registration of births is a major policy initiative with flow-on practical effects for providing services such as improved maternal and child health, initiating interactive e-governance by providing provincial offices with a similar online capacity (combined with full support for regional fieldworkers and a radio campaign) could have the potential to revolutionize the collection of this information and therefore improve development and health outcomes. However, as we have seen, e-governance may be appreciated and/or valued by the peoples of the Asia and the Pacific but the necessary infrastructure, capacity and access to effective e-governance currently only exists in those countries with the most developed facilities: Australia, New Zealand, Japan, Singapore and South Korea (see Pemia 2008, cited above).

Without access to sophisticated infrastructure much may still be done at a grass roots level to enhance civil society and therefore governance. The intention of the community radio projects researched in Other Voices (Pavvarla and Malik, 2007) is to forge just such informed ‘counterpublics’ by improving people’s political literacy through participatory communication. It is hoped that this will in turn affect policy and therefore governance. Kannabiran, Zavier and Banumathi (2008) have researched another project intended to promote e-governance and rural development in Tamilnadu, India, which like the Gyandoot project was run through internet kiosks, though they conclude that the Rural Access to Services through Internet (RASI) diverged from its original intentions of enabling e-governance, providing healthcare information and support for
core economic activities. Rather these kiosks have been taken up by younger people seeking education and using the kiosks for recreational browsing and the owners have gravitated towards a more commercial imperative. These examples of outcomes may prove beneficial for e-government initiatives in Asian and Pacific countries. For example a number of e-governance or e-government projects have been undertaken in Thailand and Indonesia (see Mirchandani, Johnson and Joshi 2008). ABC International also ‘works with media organisations internationally, especially Asia and the Pacific, to enhance their relevance and capacity to operate in the public interest’ (http://www.abc.net.au/international/projects).

To conclude: Jost Delbrück rightly raises the question of what the transnationalism federalism and the allocation of public authority beyond state borders—that is implicit in the international and regional provision of aid-funded development through UN agencies, EU bodies and NGOs—might mean for governance. Delbrück is concerned with more abstruse theoretical argument than the majority of work we have covered here, but there are nonetheless implications for PSB in these matters, both as media that promiscuously cross national borders by nature but more particularly when it is used by those international public authorities to affect national and regional civil society.

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ABC International
ABC Radio Australia
Asia-Pacific Broadcasting Union (ABU)
Asia-Pacific Institute for Broadcasting Development (AIBD)
Asian Development Bank (ADB)
Asian Media and Information Communication Centre (AMIC)
Association for Progressive Communications (APC)
AusAID
Australian and New Zealand Communications Association (ANZCA)
Australia Network
The Australian Development Gateway
Commonwealth Telecommunications Organization (CTO)
The Development Gateway
Digital Divide Network (DDN)
DOT-COM Alliance
Freeplay
Global Knowledge Partnership (GKP)
Healthnet
InfoDev
The International Development Research Centre (IDRC)
Jesuits Engaged in Social Communications in East Asia and Oceania
Learnlink
Live TV and Radio
OneWorld Network
Organization for Economic Co-operation and Development (OECD)
The Panos Network
Public Service Television, Taiwan
UNDP
UNESCAP
UNESCO
UNESCO Communication and Information Activities
UNESCO Public Service Broadcasting
UNESCO Creative Content: Radio TV, New Media
UNICEF
UNICEF Video and Audio
UN-ICT Taskforce
UNISDR
US-Aid
World Bank Organization (WBO)
WBO Global ICT Department
World-Links
Development and Public Service Broadcasting in the Asia-Pacific: An Annotated Research Bibliography

This research bibliography has been compiled as a resource for honours and postgraduate students, academics and policy-makers. It is intended to give a broad overview of the field and to cover the main bodies that use PSB to roll out development initiatives. It contains a general background essay and four essays on thematic issues relevant to Public Service Broadcasting in the Asia-Pacific:

- Development – International
- Development – Local
- Civil society
- Governance

Each essay is followed by a list of online and hard-copy references as suggestions for further reading.
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