

The Association  
for International  
Broadcasting

# The 2011 AIBs

WINNERS AND FINALISTS



**The 2011 AIBs**  
Inspiring creativity

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# WELCOME



**G**etting close to drug barons, reporting from the frontline in Afghanistan, telling the story of a mortician after the tsunami, running a mock election on the UK alternative vote, reflecting the hope of protesters in Cairo, pioneering cost-saving transatlantic IP links, revitalising Denmark's battle of 1864 and the bunkers from the Cold War on all platforms, showing us the impact of Zimbabwe's downturn on its children and what it means to fight Gaddafi, using birds as a powerful marketing tool, explaining global meltdown, uncovering forgotten heroes, malpractice, human trafficking, environmental dangers, taking us to the edge of our seats and imagination, entertaining, educating us – and inspiring us. This is what they did – the programmes entered in this year's 2011 AIB International Media Excellence Awards.

Inspirational – each year since the AIBs were established in 2005 we hear this adjective many times in the course of the AIB awards gala evening. When the film clips are shown of the finalists in the 19 AIBs categories there is a hush in the room and there's no doubt that the content showcased each year is remarkable.

2011 was no exception. The range and quality of entries coming to the AIB from all parts of the world was outstanding, consequently narrowing down the entries to arrive at our shortlist was quite a challenge. The judges then had the hard task to determine the outright winner. Our judges are a key element in the AIBs – the judges for the AIBs have a vast range of experience in different aspects of broadcasting and are drawn from all over the world. So my special thanks go to those media professionals who served on the international judging panel and gave their time and expertise so generously.

What struck me and the judges particularly this year was the great work in cross-media where tight integration of content and concepts between platforms was demonstrated. There was terrific research in our investigative entries, and the story-telling in every programme category was world-class.

Our People's Choice Award, inaugurated in 2010, had "Best coverage of democracy uprisings" as its topic in 2011, attracting strong entries from international broadcasters, with Alhurra TV, Al Jazeera English, Deutsche Welle, France 24, NDTV and Press TV making the final shortlist. Viewers around the world were able to determine the winner in this category via online voting through our partnership with digital media company Yahoo! Maktoob. The diversity in approach between our six finalists showed that there's often more than one take on a subject and viewers have the knowledge to be able to make up their minds about how broadcasters reflect stories.

As a not-for-profit organisation, AIB cannot organise these awards without the support and involvement of the industry. I therefore extend my special thanks to our sponsors – Eurosport, OASYS, RTG TV, Vizrt – for their support of the 2011 AIBs. A particular 'thank you' goes to Yahoo! Maktoob for hosting the viewing of People's Choice on their digital platforms. And last, but not least, I would like to thank our host for the evening, Annabel Croft.

This year's AIBs have been a great experience – I hope you enjoyed them too.

A handwritten signature in blue ink, which appears to read 'Simon Spanswick'.

Simon Spanswick  
Chief Executive, AIB



# The 2011 AIBs

## THE JUDGES

**Daniel Adams**, Head of International Content, Dailymotion, France | **Nashwa Al Ruwaini**, CEO, Pyramedia, UAE | **Salim Amin**, Chairman, A24 Media, Kenya | **David Astley**, Executive Chairman, Asia-Pacific Media Alliance for Social Awareness, Singapore | **Nigel Baker**, VP Business Operations EMEA and Asia, APTN, UK | **Wayne Borg**, Deputy CEO and COO, twofour54, UAE | **Julian Clover**, Editorial Director, Broadband TV News, UK | **Eugen Cojocariu**, Director, Radio Romania International, Romania | **Helle Dale**, Senior Fellow for Public Diplomacy, The Heritage Foundation, USA | **David Dufresne**, Writer/Director, DufLab, Canada | **Hosam El Sokkari**, Head of Audience, Yahoo! Middle East, UAE | **Mark Errington**, CEO, OASYS, UK | **Adelheid Feilcke-Tiemann**, Director International Relations, Deutsche Welle, Germany | **Monica Fritz**, Producer/Director, 6 news, Turkey | **Angela Fung**, Deputy Head Phoenix Chinese Channel, Phoenix Satellite TV, Hong Kong | **Regina Goh**, Executive Editor, Channel NewsAsia, Singapore | **Peter Goldstein**, Director of Communications, InterMedia, USA | **Mohamed Ali Harrath**, CEO, Islam Channel, UK | **Mondher Kalai**, Commissioning Executive, JCC, Qatar | **Kim Hyuk-dong**, Deputy Director, KBS World Radio, Korea | **François Laborie**, Chief Commercial Officer, Vizrt, Norway | **Paulo Markun**, Consultant, TV Escola, Brazil | **Chris Maroleng**, Africa Editor, e.tv, South Africa | **Michael McCluskey**, CEO, ABC Radio Australia, Australia | **Marcus Metzner**, Head of Marketing Services & Communication, arvato systems GmbH, Germany | **Olivier de Montchenu**, Commercial & Marketing Director, Euronews, France | **Dick van Motman**, President & CEO, DDB Greater China Group, PR China | **Alexey Nikolov**, Deputy Editor in Chief, RT Channel, Russia | **Ian O'Reilly**, Producer/Director, BBC News – TV, UK | **Nader Sh. Rad**, Director Programmes Department, PressTV, Iran | **Julia Ragona**, Chief Broadcast Operations Officer, RFE/RL, Czech Republic | **Dick Rempt**, CEO, TalentsMedia, The Netherlands | **Paul Robinson**, MD, KidsCo, UK | **Karim Sarkis**, Executive Director of Broadcast, Abu Dhabi Media Company, UAE | **Vatche Sarkisian**, Director of Research and Program Review, Middle East Broadcasting Networks, USA | **Danny Schechter**, Executive Producer, Globalvision, USA | **Simon Spanswick**, CEO, AIB, UK | **Fedor Strizhkov**, CEO, Russian Travel Guide TV, Russia | **David Treadway**, Managing Director, WRN Broadcast, UK | **Jeff Trimble**, Executive Director, Broadcasting Board of Governors, USA | **Laeed Zaghlami**, Journalist/Writer, Algeria

## THE HOST

**Annabel Croft** is a TV presenter and former British tennis champion.



Born in Kent in the south-east of England in 1966, she was the Wimbledon Girls Champion and the Australian Open Girls Champion.

Annabel has played in Grand Slam contests reaching the second round in the Australian Open in 1984 and 1985, the second round of the French Open in 1986, the third round in Wimbledon in 1984 and the third round of the US Open in 1986.

Today she presents on Sky Sports and Eurosport and runs the Annabel Croft Tennis Academy that delivers tennis coaching to children of all standards between the ages of four and 17.

Annabel is married and lives in South West London.

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# The 2011 AIBs

## Clearest coverage of a single news event - TV

### CBS

This year's single news award attracted entries covering a wide range of national and international events. Our shortlist included eight stories that delivered high impact coverage with context and explanation for viewers who may not have been familiar with the circumstances surrounding a particular story.

Our judges looked at the different presentation styles and took into account producers' varying budgets but in every case were looking for clear, concise, unflustered, accurate reporting and analysis.

The top award in this category went to **CBS** for **The Relentless Enemy** produced for **60 Minutes**, reporting from Afghanistan on the challenges facing the US Army as they try to maintain - and spread - peace across Taliban-controlled areas of the country.



The judges said that this was very engaging reporting, with excellent camera work – a very smooth and professional production. Nobody could get closer to the story in Afghanistan than Lara Logan and the CBS crew who delivered a gripping yet measured report. There was breathtaking footage captured in extremely difficult and dangerous situations. All these attributes contributed to the judges' decision to award the prize to CBS and its 60 Minutes team.

### Highly commended

BBC World News

#### Japanese earthquake and tsunami

The judges said that the coverage was very emotional and made for gripping television. Importantly, the coverage succeeded in personalising the tragedy of a nation.

NHK

#### Departing in Dignity

NHK provided a one-off story of the Japanese earthquake and tsunami that no other broadcaster appears to have covered. It is the story of a mortician with a difficult task: to make a mother killed in the tragedy fit for her children to see months after her death. NHK succeeded in telling this unusual story tastefully.

## Clearest coverage of a single news event - radio

### BBC Radio 5 Live

Entries for our radio news award covered many different stories to those seen on television and succeeded in demonstrating that radio retains a remarkable power both to deliver breaking news and considered reporting and analysis.

The shortlist narrowed the field to five completely different stories and the judges were unanimous in their decision that the top award should go to **BBC Radio 5 Live** for its **AV: Mock Election** experiment on the Victoria Derbyshire show.

The programme staged, in advance of the UK's referendum on whether to adopt the "alternative vote" electoral system, a mock election involving 5 Live listeners and political candidates. It was a simple format that really worked, said the judges, providing a unique way of educating listeners while delivering comprehensive treatment of the issue. The programme had excellent audience engagement and production values as well as a clear focus that brought the subject alive.



### Highly commended

BBC Burmese

#### Japanese earthquake and tsunami

Our judges said that this brought the listeners close to the action and let them feel as though they were part of something momentous. They said that this programme is the best advertisement there can be for continued funding of BBC World Service, delivering engagement, conveying the drama and producing coverage with no staff actually on the ground.

Voice of America

#### Coverage of the Egyptian revolution

This well-produced, well-crafted coverage left our judges wanting more as they heard from protestors on the street in reports that brought the sense of hope of the young protestors in Cairo alive.

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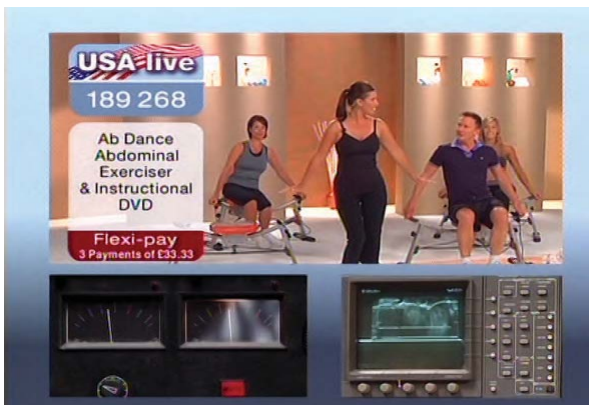
## Most innovative technology

### Ideal Shopping Direct

Technological change is fast and ongoing, offering new opportunities for broadcasters to develop solutions to problems in innovative ways. Each year, AIB searches for technology projects that are "game-changers", offering real innovation that can be used not only by the people who developed it, but is transferable to other broadcasters.

This year, our judges have awarded the prize to UK-based **Ideal Shopping Direct** for its **USA Live Project**.

An excellent concept with simple execution, the judges said, enabling programmes to be produced at a remote location and brought back to a broadcast centre via IP rather than fibre or satellite links. There are immediate cost-saving benefits, with the remote trans-Atlantic link costing less than 10c a minute. And with no degradation in video or audio quality, this is a technological solution that's ripe for exploitation by broadcasters around the world.



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## Best cross-media production

### Danmarks Radio

As more and more of our audiences consume content on a diversity of platforms, and people spend greater amounts of their time surfing the Web, it is essential that broadcasters produce content that works across multiple platforms. It's not simply, however, a case of repurposing content and delivering it on the web that makes a winning cross-media production. It's coming up with content that is tailored for each specific platform, harnessing the power of that platform to engage with the audience.



Our judges were unanimous that the winner this year is **Danmarks Radio** for its production **1864**. This was story-telling of Denmark's most famous historical battle at Dybbol Banke recounted for modern-day audiences with an extremely high level of integration. DR's radio programmes covered the battle in real-time using modern-day reporting techniques, while a comprehensive web site provided context with maps, timelines and historical information.

In addition, DR invited its audience to contribute stories and pictures from their families' involvement in the events of 1864 to build up a comprehensive picture of Denmark in the 1860s. An engaging way to bring history to life, said the judges.

## Highly commended

### Czech Radio

#### Secret Defence of the Iron Curtain

This multimedia project, delivered on a budget of just €20,000, was described as truly unique by our judges, with very good use of multimedia to engage Czech Radio's audience to compile an extensive database of the military defence lines of Cold War Czechoslovakia. One judge said that this was probably a gaming experience for some users which, combined with the fact that this project is continuing to deliver results, means that it receives a high commendation.

# The 2011 AIBs

## Best children's factual programme or series

BBC

Children's factual television is one of the most challenging genres to get right - today, children are bombarded with images and material and TV has to work incredibly hard to catch their attention. Our judges thought that one programme had definitely succeeded in achieving this - **BBC Newsround** with its special edition **Growing Up in a War Zone**.

This was a highly educational programme with a compelling mix of history and contemporary life, the judges noted, transporting the viewer to the challenging environment of Afghanistan and explaining how children's lives are affected there by the continuing conflict.



The varied, colourful stories of the children in the programme are sure, said one judge, to resonate with young audiences in societies that are very different from that featured in the programme. It was also refreshing, commented another judge, that this multi-faceted look at life in Kabul presented a different story to that told in news bulletins every day.

## Most creative marketing strategy

France 24

It's essential for broadcasters to inspire audiences to tune in to their programmes and to make sure that a channel's brand resonates with viewers and listeners. This is why AIB is always keen to see broadcasters who create inspiring marketing strategies.

This year, our judges singled out **France 24** for its campaign to draw attention to its Twitter service during the Arab Spring. The international news channel produced a great film that combines current affairs with the power of social media.

Based on Hitchcock's "The Birds", an advertising campaign was devised showing characters very clearly based on - now deposed - dictators in Tunisia, Egypt and Libya under attack from blue-feathered birds.



Our judges thought that this was a fantastic production, combining video with print and online adverts to promote France 24's Twitter feeds and was unlike anything seen from other international news channels.





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# The 2011 AIBs

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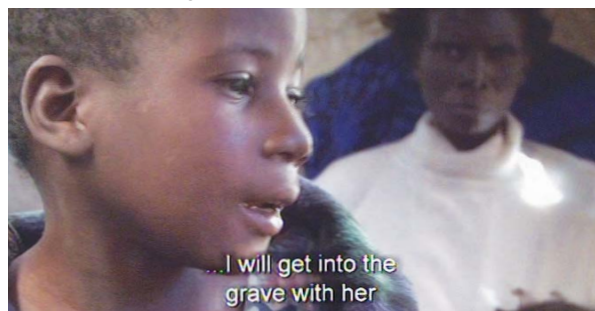


## International current affairs documentary

### True Vision

A remarkable range of entries in the current affairs documentary international subjects category was narrowed to a shortlist of six covering diverse subjects in very different ways. The results were very close and our judges said how much they learnt from the programmes that made it to the final selection.

However, one stood out - **True Vision's** programme commissioned by the UK's BBC Four called **Zimbabwe's Forgotten Children**.



The judges said that this provided a genuinely engaging narrative that was emotional, informative and motivating. The three children featured were remarkable choices by the producers whose voices and words, one judge said, will never be forgotten.

This was a heart-wrenching documentary that captured the economic and political meltdown of Zimbabwe, once the bread basket of southern Africa, and an exposé of the devastating impact that this has on the country's next generation.

### Highly commended

BSkyB

Ross Kemp - Extreme World

This series goes where other production teams might fear to tread, with Ross Kemp and his team providing in the episode submitted an insightful and shocking portrayal of Chicago's drug epidemic. It was a bold approach to a difficult subject.

Channel 4

Dispatches: The Battle for Haiti

A powerful and harrowing account of the daily battle for the control of Haiti between escaped convicts and the country's police. First hand interviews with victims of the gangs provided a compelling account of the lives of those fighting both for justice and survival.

## Middle East current affairs documentary

### BBC

Over the past year, the Middle East has been more in focus than ever before and we separated out documentaries covering the region from other entries as our judges searched for the most accomplished production covering the region.

Six programmes made it to the shortlist, two produced by national broadcasters and four produced by international channels.

Our judges agreed that one programme should be the overall winner: the **BBC's Panorama: Fighting Gaddafi**. They said that this was an excellent production, investing time and effort into research that shows through in the range of interviewees in the programme. Meeting Saadi Gaddafi was, said one judge, a huge plus for the storyline. The programme's unique footage was woven into a story that engages the viewers with a first-person perspective on the events in the war in Libya.



### Highly commended

BBC Arabic

Egypt - Revolution Diary

A highly commended notation goes to the BBC's Arabic television service that retold the story of the Egyptian revolution through the eyes of a BBC reporter. It was a format that worked well in the coverage of so many disparate events, our judges said.

## Domestic current affairs documentary

NHK

The devastating events on 11 March 2011 in Japan have been explored by many broadcasters and this was reflected in our entries. One production stood out: **Surviving the Tsunami**, submitted by Japan's public broadcaster **NHK**.

The judges were amazed by the amount of research carried out to piece together the stories of people who were, quite simply, some of the luckiest on earth - people who escaped with their lives, despite being at the mercy of the waters that swept onto the country.

The documentary incorporated NHK's own footage as well as amateur videos captured on mobile



phones, piecing together truly incredible stories of human survival. Gripping accounts from these survivors who revisit the places where the water engulfed them animate the story, while the footage found by the producers of the moment they were put into mortal danger is quite amazing. A great, memorable production.

### Highly commended

Current TV

Gail Porter on Prostitution

This in-depth investigative report explained the issues surrounding the possible decriminalisation of prostitution in the UK. An excellent production - one judge described Gail Porter's presentation as inspirational.

## Radio current affairs documentary

Radio Taiwan International

Radio remains an important medium for documentary makers and this year we received entries from broadcasters who retain their commitment to spoken word radio. Our judges were impressed by all five short-listed entries that came from Asia and Europe.

The overall winner in this category is **Radio Taiwan International** for **Freeing Taiwan's Slaves** presented by Natalie Tso. The documentary marked the second anniversary of the

enactment of a law passed in Taiwan to prevent human trafficking. Presenting the true story of trafficking victim Senja, the programme treated a highly sensitive subject very well, with excellent research and was competently told by the presenter who talked with shelter workers, prosecutors, officials and activists as well as those who have suffered.



# The 2011 AIBs

## Best business programme

### Société Radio-Canada

The state of the world economy is not improving and it's up to broadcasters to explain what is happening in the world of finance and to analyse the events that have caused the current downturn and market uncertainty.

Our search for the best business programmes has considered entries both from domestic and from international channels with very different audience needs. One entry stood out for our judges: **Meltdown** from **Société Radio-Canada**.

This told the story of the financial collapse in an accessible and credible way, using language that can



be understood by any viewer even though it includes interviews with some of the most prominent and influential figures involved in the crisis.

The programme made excellent use of archive footage and was expertly edited to maintain a brisk pace that keeps the viewer engaged throughout.

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## Best live sports coverage

### Nine Network

This new AIB award is designed to reward broadcasters who have delivered outstanding coverage to viewers of live sport. Our judges were pleased to see a wide range of high-profile sporting events represented.

The winner, our judges decided, is **Nine Network** for its coverage of **The 2010 State of Origin**, an annual rugby league match between Queensland and New South Wales and one of Australia's most popular sporting events. The judges liked the pre-match build-up and analysis that explained the rivalry between the two teams as well as why this event is unique. The production employed extensive close-up and wide shots without disruption that allowed viewers to experience the game's intensity seamlessly.



Produced in high definition as well as in 3D for the first time, Nine Network's coverage was judged to be excellent although one judge did suggest that there was need for more on-screen statistics during the game and the half-time break. That did not detract from the winning formula that Nine has developed.

## Highly commended

BBC Birmingham

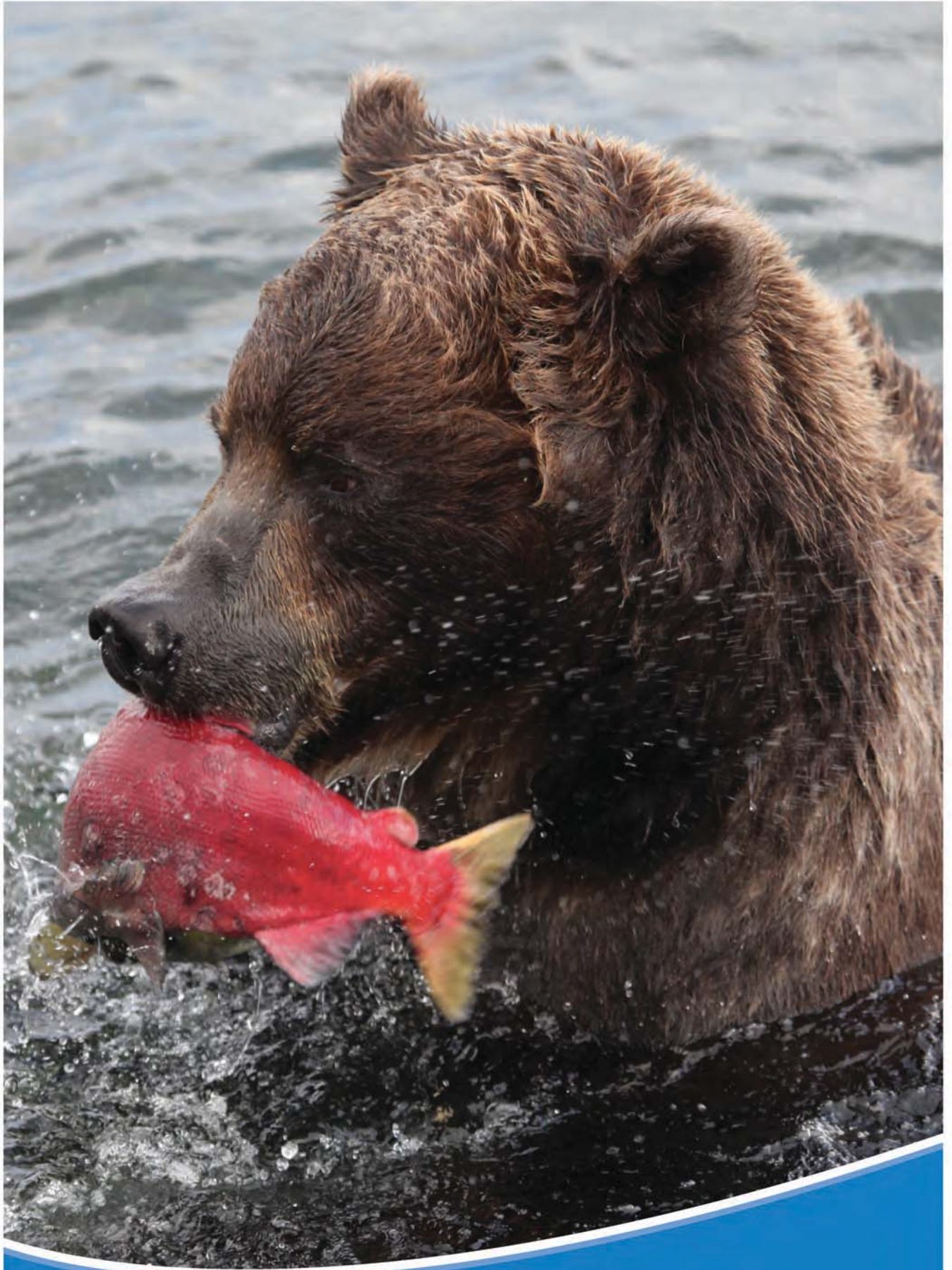
Stoke City in the FA Cup Final

Our judges asked that this coverage be recognised with a commendation. This was a Cinderella story with a twist in the coverage. The BBC provided a thorough insight into the life of a city and a club looking for a better future through a national sporting event.

Sony Professional and others

Wimbledon in 3D

Another first for the world's most important tennis championships that were first televised back in 1937. In 2011, finals were delivered in 3D via the BBC's HD channel and into a range of venues across the country. Great camera angles captured the emotion and drama of the final weekend's play.



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# The 2011 AIBs

## Best investigative documentary - TV

### Danmarks Radio

Seven investigative TV documentaries were selected for the shortlist in this year's AIBs from an incredibly long and diverse range of nominations. The determination of TV journalists to get to the heart of a story, no matter how disturbing and distressing, has been demonstrated time and again.

Our winner in this category is **Danmarks Radio** for **The Man Who Lied the World into War**.

Judges said that this was a really daring and brave investigative documentary and called it "unmissable".



One said it was a triumph in every respect, the very essence of investigative reporting - thorough, with the dogged pursuit of facts and no bases left uncovered.

Production values were extremely high and the depth and verve of the reporting was amazing.

## Highly commended

### Al Jazeera English On a Wing and a Prayer

A courageous, challenging and intriguing documentary that one wants to watch to the very end. The producers took on a globally-known company to uncover an issue that could affect millions. A tremendous amount of original investigative work undertaken.

### Antena 3 The Poison in our Homes

Perhaps the most shocking of all the investigative documentaries submitted. A touching and striking programme that examined one of the legacies of the communist era - disused chemical factories with highly toxic elements left exposed. The judges highlighted the clever use of stop-action figures to illustrate elements of the story inexpensively yet entertainingly.

### Channel NewsAsia Unbroken Faith

A chilling and compelling topic presented in an original and fascinating way, shining the light on conflicts within the Muslim world. Very well researched and good use of archive material.

## Best investigative documentary - radio

### Czech Radio

The sometimes slower pace of radio documentaries offers programme makers the opportunity to delve deep into a story and allow listeners the chance to stretch their imagination. The right combination of narration, actuality and sound effects can be a potent mix and that's what our judges said was the case with **Czech Radio's** programme **Pilot and Death**.



The documentary tells the war-time story of the Czechoslovak fighter pilots who, having fled their invaded country, fought alongside the Allies. Almost one in two of the thousand plus pilots perished in the battles raging in the air over occupied Europe.

The judges praised Stanislav Motl's production that traced the story of one pilot, Timoteus Hamsik, who died when his plane crashed in France. This was an excellent investigation, with thorough research, presented in an accessible and highly "listenable" way, they said.

It was a fine example of a historical investigation that will stand the test of time, one judge observed.

## Highly commended

### RFE/RL The Invisible Women of Osh

The judges said this programme was both shocking and highly revealing. The in-depth report investigated the women victims of the violent riots between Kyrgyz and Uzbeks who were subjected to gang rape in June 2010. The story was one that definitely needed to be told, said the judges.

## Best science programme

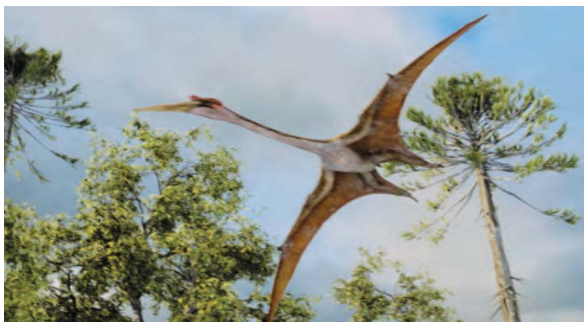
S

### BSkyB

Another new category for the 2011 AIBs is our award for the best science programme. AIB has seen a dramatic increase in the amount of science programming on TV in many markets globally, and so this is a natural addition to the factual programming that the AIB awards celebrate.

Five very different entries made it to the shortlist and the final decision saw the top entries separated by only one point.

The winner of the inaugural AIB award for science programming is **BSkyB** and **Atlantic Productions** for **3D Flying Monsters**. This programme was, said the judges, excellent in every way: the editing, the animation, the interviews were all world class. With excellent presentation by Sir David Attenborough, the programme was engaging and entertaining while delivering a significant yet palatable dose of education. The judges singled out the scene where Sir David is in a glider alongside a pterosaur as of particular note. Judges commented that it worked as well in 2D as it did in 3D, with superb visuals that cause viewers to say "wow".



### Highly commended

KBS

#### Exploring Human Memory

This excellent programme investigating the way memory makes us who we are, and recounting what happens when it fails, had great writing, editing, visuals and narration, along with highly creative use of animation. Intellectually stimulating, one judge commented.

RTG TV

#### The Volcanoes of Kamchatka

A beautifully shot programme that is highly accessible to viewers, excellently explaining the beauty and the brutality of nature.

## Best radio creative feature

### RTE

Carefully crafted radio features can paint pictures in listeners' minds, taking them to new destinations and letting them experience new ideas. It's an art to get this right, and the six short-listed entries all demonstrated that their producers have what's needed.

The winner of the AIB best creative radio feature award is Ireland's public broadcaster, **RTE**, for **Don't Go Far**.



This is a great story that unfolds and builds up the listener's interest as the tale of two boys who unintentionally set off on a journey half way round the world is recounted. The excellent use of music and sounds from the 1980s when the story is set helps to take the listener along for the ride. One judge said that this programme represented radio story-telling at its best, as the listener was carried all the way to the end of this wonderfully crafted programme.

### Highly commended

Société Radio-Canada

#### The Spirit of Places

A very personal radio journey commissioned by a radio station that's prepared to take risks. Exploring that strange and sometimes forbidding space under the bed, the programme was both intimate and inviting, and very well crafted.

Voice of Nigeria

#### Early Marriage - the Bane of the Girl Child

A very powerful story explaining the very significant issue of young girls being given away in childhood marriage to old men. It is well told, using interviews interspersed with drama to explain and confront this difficult, sometimes harrowing, subject.

# The 2011 AIBs

## International TV personality

### Sir David Attenborough



A veteran of almost 60 years in broadcasting, **Sir David Attenborough** was chosen by judges as the 2011 AIB International TV Personality.

Attenborough's name is synonymous with a rich seam of enthralling nature documentaries produced since *Zoo Quest*, one of the world's first nature programmes, went on the air in 1954, just two years after he joined the BBC.

Attenborough's quintessential delivery style, the judges said, enables him to connect with his audience in an authoritative but not patronising manner. He presents in a clear and vibrant manner, they observed, and noted the way he has led innovation in TV production over the last half century. Starting in the days of 405-line black and white TV when reports were produced on 16mm film, through the advent of colour TV and portable video equipment, to high definition and now 3D, Attenborough has embraced each new technological advance, harnessing its potential to full effect.

His long-lasting career is testament to his on-screen presence, his knowledge and his passion for the natural world. AIB is proud to bestow this award on Sir David.

## International radio personality

### Farshid Manafi



AIB is passionate about broadcasting and the recipients of the AIB's international personality awards should demonstrate his or her passion on the air as they engage listeners and encourage them to tune in time and time again.

Our judges have this year selected **Farshid Manafi** as international radio personality. Manafi is an accomplished political satirist who has worked as a broadcaster in Iran before the authorities deemed his programmes to be inappropriate. Now he's with Radio Farda, the Farsi-language service of RFE/RL, presenting the weekday evening programme "Pas Farda" (The Day After Tomorrow).

He's built up a level of engagement with his audience our judges have rarely seen before, with a significant following on social networks - despite the restrictions on accessing some web pages in Iran.

Manafi has been working in radio since he was 18 with a passion that's palpable when you listen to his programmes.



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# The 2011 AIBs

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## The AIB Yahoo! Maktoob People's Choice

### Alhurra

Our People's Choice award has been designed to showcase the world's best media coverage of particular subjects to a wide global audience through a partnership with a major digital media company. AIB aims to increase awareness of entrants' programming beyond the conventional core audience, and to encourage younger people to watch and enjoy content that otherwise they might not see thanks to its online availability.

In 2011, AIB is partnering with Yahoo! Maktoob and we chose the pro-democracy uprisings as our People's Choice subject - something that's been at the forefront of TV news bulletins for the whole of the year.

The shortlist of six entries - from Alhurra, Al Jazeera English, DW-TV, France 24, NDTV and Press TV - was made available on Yahoo! Maktoob's website in Arabic and in English. In the MENA region alone, Yahoo! Maktoob reaches 55m unique users a month. AIB promoted the voting process via its own Facebook pages and via Twitter and other social networks.



The voting concluded at midnight, Cairo time, on Sunday 6 November and the clear winner was **Alhurra** for its coverage of the Egyptian revolution. Alhurra reported the main protests in Tahrir Square and Alhurra's correspondents including Akram Khuzam and Tarek Elshamy talked to many people throughout Egypt, uncovering their demands and their hope. They found passion and determination amongst those they interviewed.

## The AIB Founders Award

### SRF



The AIB is proud to award **Swiss Television** its Founders Award for the documentary **Two Women - One Journey**. This programme traced the story of Swiss top model Sarina Arnold as she undertook a very personal journey to Kyrgyzstan to see, alongside paediatric surgeon Brigitte Winkler, the work of a charity that aims to help children in the country with severe facial deformities.

Sarina has a very personal connection to the plight of these children - her own daughter Felice was born in 2008 with a cleft lip and palate. In Kyrgyzstan, more than 250 children are born with the condition every year, a huge number for a country with a population of just five and a half million people.

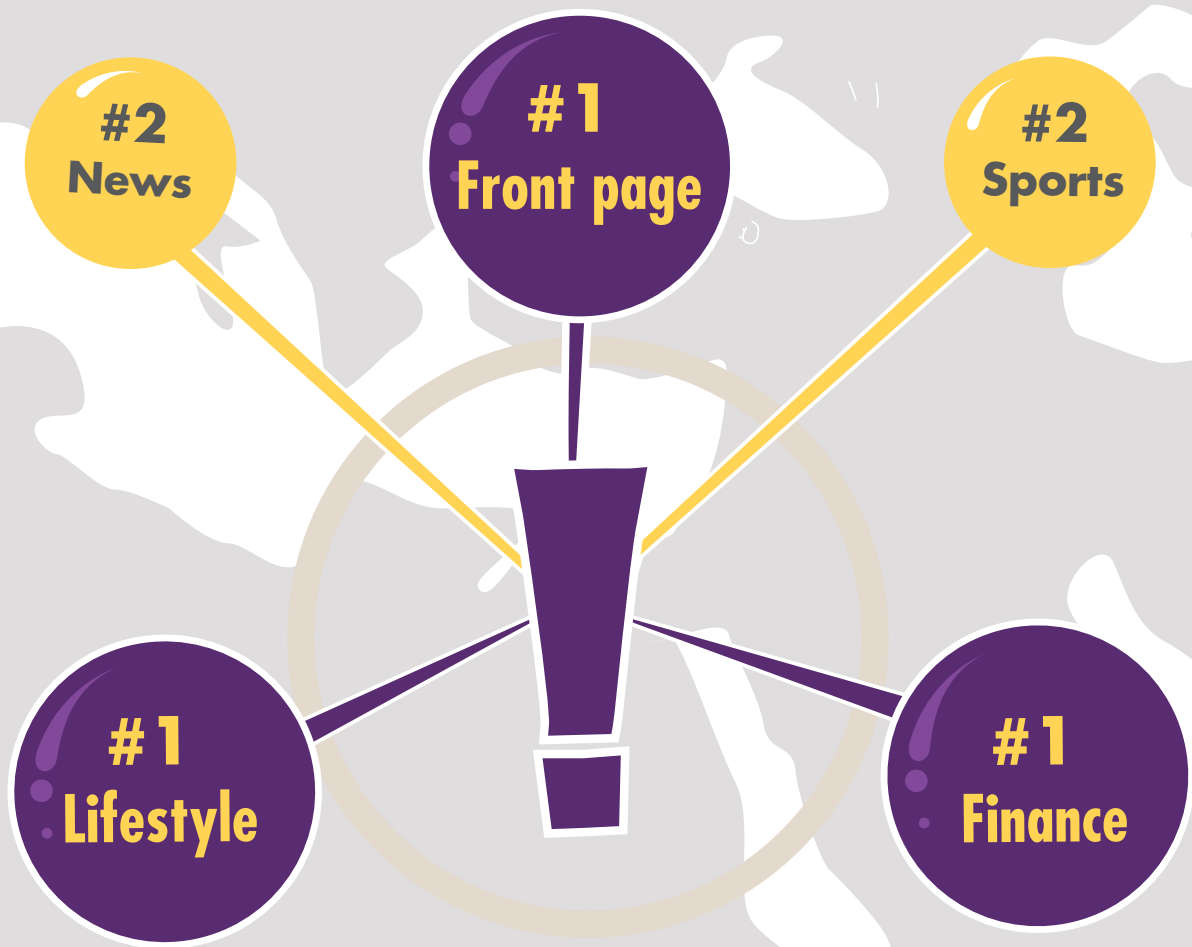
Sarina became an ambassador for charity AWD that aims to treat as many of these unfortunate children as possible in a country whose health system is constantly on the brink of collapse.

Viewing the documentary is a highly emotional experience that draws you in, highlighting the extreme contrasts between Switzerland and Kyrgyzstan. In Switzerland under expert medical care there is a bright and smiley future for Sarina's own daughter.

The AIB Founders Award is being presented for the way the story was told by Swiss Television's Helen Stehli Pfister. We also hope that it helps highlight the predicament of the children of Central Asia suffering from this curable problem - caused, perhaps, by the legacy of uranium mining and weapons testing in the country when it formed part of the Soviet Union.

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