



Asia-Pacific Media Alliance for Social Awareness
A media collaboration for building public awareness

MEDIA RELEASE

Former ABU Secretary-General joins The Media Alliance

Singapore, 1 July 2010: The Asia-Pacific Media Alliance for Social Awareness ('The Media Alliance') today announced the appointment of the former Secretary-General of the Asia-Pacific Broadcasting Union (ABU), David Astley, as its Executive Chairman.

The Media Alliance is a Singapore-based non-profit organization formed last year to leverage valuable media inventory for the delivery of pro-social messaging through public service advertisements (PSAs), entertainment and editorial content.

CEO and Managing Director of The Media Alliance, Craig Hobbs, said Mr Astley's experience and contacts with government and public broadcasting sectors over the past eight years would help strengthen the strong networks already established through the involvement of a Board of Advisors comprising top-level executives from major media companies in the region.

"Mr Astley will take an executive role to help build networks with the print media and advertising agencies as well, and to oversee the strategic direction of The Media Alliance," Mr Hobbs said.

The Media Alliance is modelled partly on the Ad Council in the US, which has been producing content on pro-social issues for more than 60 years, and partly on the BBC World Service Trust which has been active in media development in many countries of the Asia-Pacific region.

"I am delighted to be joining The Media Alliance at this early stage in its evolution," Mr Astley said. "My term at the ABU made me acutely aware of the critical role that the media plays in building public awareness on social development issues and achieving behavior change."

The Media Alliance is currently developing a major regional initiative to engage the entertainment and creative industries to raise public awareness of climate change through the production of PSAs and documentaries, and the staging of live concert tours.

It is working closely with the Swedish International Development Cooperation Agency (Sida) on the development of this initiative which it is planned will run across broadcast, print, cinema, outdoor and social media platforms.

The Media Alliance brings together media companies who provide the media space for pro-social campaigns; advertising, PR and creative agencies who contribute in-kind creative and production services; international development and donor organizations working in sustainable development; and private-sector corporations, global marketers and multinational companies with strong and transparent corporate social responsibility (CSR) initiatives.

“There is a need for increased and improved communications and message dissemination on issues such as climate change mitigation and adaptation, disaster prevention and preparedness, poverty reduction, protection of the natural environment, labor rights, and health and nutrition, Mr Hobbs said.

“The Media Alliance intends to leverage the power of our multi-sector partnerships to help raise public knowledge of these issues, promote sustainable development, influence behavior and contribute to the social advancement of countries in our region.”

Mr Hobbs said that in all of the campaigns to be undertaken by The Media Alliance, the engagement of advertising, PR and creative agencies would be necessary to create high-end, high-quality content that employs social marketing techniques in the same manner that is applied to commercial advertising.

“While US\$ 400 billion is spent annually on commercial advertising - effectively shaping our patterns of consumption and our lifestyles - less than one percent of that amount is spent in promoting pro-social or sustainable development issues.

“We aim to apply the same principles of advertising and marketing to social marketing in building public awareness of critical issues and in changing behavior for a more sustainable future,” he added.

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Note for Editors:

The **Asia-Pacific Media Alliance for Social Awareness** (‘The Media Alliance’) is a Singapore-based non-profit organization formed through the involvement of a group of Asia-regional media industry executives and their companies. The Media Alliance has come together to leverage valuable media ‘inventory’ or media space for the delivery of critical pro-social messaging through Public Service Advertising, entertainment and editorial content. The Media Alliance also leverages the contribution of the creative expertise of advertising agencies in the production of high-quality campaigns designed to achieve maximum target audience penetration. The Media Alliance stakeholders include **(1) Media Companies**, including print, broadcast, online, outdoor, cinema and in-flight who provide media space for pro-social campaigns; **(2) Advertising and Creative Agencies**, who contribute in-kind creative and production services; **(3) International Development and Donor Organizations** working in sustainable development; and **(4) Private-sector Companies** supporting Corporate Social Responsibility initiatives.