

Media and productivity

The quest for higher productivity should be the concern of everyone in society, from those in homes and schools to workers in factories and offices. It should become a fundamental part of the national development agenda and work culture of the people if its gains are to be maximized for the benefit of business, industry, labor, and society. Therefore, the productivity message should be communicated to every sector of the country. The mass media are potent vehicles for public education and awareness. Newspapers, journals, and magazines as well as radio, television, and cable networks reach almost every home. They can be a powerful force that should be made a partner in championing the cause of productivity among the people. For this to be possible, they must first be well acquainted with the subject and with the productivity improvement programs being undertaken by countries in the region.



Discussing the media action plan

The APO organized the multi-country study mission on The Media and Productivity, 25–28 April, in Sri Lanka, to provide an opportunity for the mass media in APO member countries to become acquainted with the concept of productivity; the relationship between productivity enhancement and socioeconomic development; the policies, measures, and activities implemented in various countries to promote productivity by NPOs and other institutions for achieving sustainable socioeconomic development and global competitiveness; and the role to be played by the mass media in support of productivity promotion.

Twenty participants from 14 member countries representing electronic and print media in both the public and private sectors and NPOs attended the study mission. Two sessions were delivered from the Tokyo Development Learning Center through its videoconferencing facilities. Those attending gained com-

prehensive knowledge of the concept and importance of productivity; productivity promotion activities implemented in the region; the role of the media in productivity promotion; and the Sri Lankan experience in productivity promotion through presentations by resource persons, group discussions, and field visits to Independent Television Network Ltd. and the factory of Uni-Dil Packaging Ltd.

As an outcome of the group discussions, an action plan indicating activities, strategies, and time targets was prepared by participants for implementation upon returning to their home countries. The activities identified included producing TV programs, teledramas, documentaries, spot talk shows, and musical variety shows to publicize productivity concepts. It was also decided to establish an APO media alumni corner on the APOnet as an e-forum for follow-up activities and networking. 