



ความที่สุค

## บันทึกข้อความ

ส่วนราชการ สำนักการประชาสัมพันธ์ต่างประเทศ สวท. โทร. 0-2618-2323 ต่อ 1710-11

ที่ นร 0209.03/๖๘๙๕

วันที่ ๒๙ กรกฎาคม ๒๕๕๑

เรื่อง การประชุมเชิงปฏิบัติการระดับภูมิภาค เรื่อง "Radio Management"

เรียน ผอ.สวท. ผอ.สปข. ๑ – ๘

กปต. ร่วมกับ AIBD และ Deutsche Welle กำหนดจัดการประชุมเชิงปฏิบัติการระดับภูมิภาค เรื่อง "Radio Management-Programming, Marketing, Audience Research and Human Resource Management" ระหว่างวันที่ 15 – 26 กันยายน ๒๕๕๑ ณ สถาบันการประชาสัมพันธ์ การประชุมครั้งนี้ มีวัตถุประสงค์เพื่อส่งเสริมความรู้เกี่ยวกับการบริหารสถานีวิทยุในเชิงกลยุทธ์ โดยมีรายละเอียด ดังนี้

1. คุณสมบัติของผู้แทน : อายุไม่เกิน 45 ปี เป็นผู้บริหารสถานีวิทยุ หรือผู้ปฏิบัติงานด้านวิทยุ ในระดับอาวุโส และมีความสามารถในการสื่อสารภาษาอังกฤษ เนื่องจากไม่มีล่ามแปลระหว่างการประชุม
2. หัวข้อการประชุม ได้แก่ Radio Programming, Programme Design-Layout, Programme Marketing & PR, Audience Research, Research Planning and Implementation, Strategic Organisational Planning, Human Resource Management.
3. ผู้เข้าร่วมประชุมจากส่วนภูมิภาคพักที่หอพักสถาบันการประชาสัมพันธ์ เบิกค่าใช้จ่าย ในการเดินทางและค่าเบี้ยเลี้ยงจาก สปต.

ในการนี้ สปต. ขอให้ สวท. และ สปข. ๑ – ๘ เสนอชื่อแทนพร้อมใบสมัครไปยัง สปต. ภายในวันที่ ๑ สิงหาคม ๒๕๕๑

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จักขอบคุณยิ่ง

(นางลดาวัลย์ บัวเอี่ยม)

ผอ.สปต.



# ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

P.O. BOX 1137, PANTAI, 59700 KUALA LUMPUR, MALAYSIA.



ส่ง  
ส.น.ท.  
อ.ค.  
ร.น.-อ.ย.

Your Ref:

Our Ref: R-175-TH-08

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1 July 2008

Mr Phachern Khamphoe  
Acting Director General  
National Broadcasting Services of Thailand  
(Government Public Relations Department)  
International Cooperation Division  
Foreign Office, Public Relations Department  
9, soi Areesamphan, Rama IV Road, Phayathai,  
Bangkok 10400, Thailand

Dear Mr Phachern Khamphoe,

**Re: AIBD/Deutsche Welle Regional Workshop on Radio Management  
– Programming, Marketing, Audience Research and Human  
Resource Management  
15 – 26 September 2008, Bangkok, Thailand**

The AIBD in co-operation with and the full support of Deutsche Welle (DW-AKADEMIE) of Germany is organizing this regional workshop as part of its development assistance.

We would be most grateful for your assistance in channeling the offer to the appropriate department of your broadcasting station with the request for nominations.

The workshop information paper and application forms are enclosed. This workshop information comprises of:

- Workshop Outline (1 page)
- Application Rules (1 page)
- Application Form (5 pages)
- Employer's Declaration Form (1 page)

The workshop is designed for radio executives in managerial positions from national or private stations in Asia. The workshop is limited to 14 participants.

**We seek your co-operation to process nominations speedily.**

ส่ง  
อ.ค.  
ร.น.-อ.ย.

...2/-

1. The nominations with duly filled and signed application forms should be returned to AIBD on or before **Friday, 8 August 2008.**

This offer closes on Friday, 8 August 2008 and we would be most grateful for your assistance in maintaining the deadline. Selection of candidates will be based on information provided in the application form. It is therefore necessary that these forms to reach us by the stated deadline.

2. Places are offered strictly on merit and provided all conditions and requirements are met. The responsibility for final selection is vested in AIBD.
3. The organizers offer **five places to Thailand.**
4. Candidates nominated are expected to be in positions where they can usefully employ the knowledge and skills acquired during the activity or they should be able to return to positions where they can do so.
5. As the language of instruction of this workshop is English, candidates should have **fluency in the English language**, written as well as spoken.
6. AIBD will notify your office as well as the successful candidate as soon as the selection is made.
7. Candidates must be certified as physically fit and able to cope fully with all stressful activities/situations connected with their training.
8. Please note that the organizers will not accept any responsibility for incidental expenses associated with selection, travel or compensation in case of sickness or accident during the period of the activity. Candidates or their organizations are advised to take adequate measures to cover against this.

We look forward to receiving your nomination by **Friday, 8 August 2008.**

Yours sincerely,



JAVAD MOTTAGHI  
Director, AIBD

CC: Mrs Wanna Vuthiaporn, Director, International Cooperation Division,  
Foreign Office and AIBD Liaison Officer, NBT, Thailand.  
Mrs Wanida Gajaseni, Senior Information Officer, NBT, Thailand.

**Project Outline**

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<b>Project Title</b>	<b>Radio Management – Programming, Marketing, Audience Research and Human Resource Management (DMA8M08)</b>
<b>Project Dates</b>	September 15 – September 26, 2008
<b>Location</b>	Bangkok, Thailand
<b>Language</b>	Very good command of <b>ENGLISH</b> is mandatory
<b>Organiser</b>	DEUTSCHE WELLE, DW-AKADEMIE, 53110 Bonn, Germany & AIBD, Kuala Lumpur, Malaysia
<b>Countries</b>	12 Participants from Asia: Bangladesh, Brunei, Cambodia, China + Hong Kong, India, Mongolia, Myanmar, Nepal, Pakistan, Sri Lanka
<b>Participants</b>	The course is designed for radio station managers and programme executives from national or private Stations in Asia - nominations through AIBD. The course is limited to 12 participants. (Age limit 45 years)
<b>Project Aims</b>	The aim of the seminar is to enable the participants to: <ul style="list-style-type: none"><li>- develop innovative and successful programme strategies</li><li>- manage marketing and sales concepts towards audience and clients</li><li>- manage audience research activities and implementation in the station</li><li>- improve planning and human resource management according to organisational goals</li></ul>
<b>Project Contents</b>	The workshop programme will focus on: <ul style="list-style-type: none"><li>- radio programming – strategies, formats and profiles</li><li>- programme design &amp; layout</li><li>- programme marketing &amp; PR</li><li>- audience research – objectives, methods and results</li><li>- research planning and implementation</li><li>- strategic organisational planning</li><li>- Human resource management</li></ul>
<b>Training Methods</b>	Lectures, discussions, visualisation, group work, case studies
<b>Guest Lecturer</b>	Omar Essack, Kagiso Media, Johannesburg, South Africa & Dr. Ulrich Gaertner, Asia Management Institute, Berneck, Switzerland
<b>Project Manager</b>	Jochen Walter – Media Management Consultant - DW - AKADEMIE

## Application Rules

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Workshop on "Radio Management – Programming, Marketing, Audience Research and Human Resource Management", 15 – 26 September 2008 in Bangkok, Thailand.

Applications will only be considered if the completed **Application Form** and **Employer's Declaration** are returned to us before the application deadline.

The **Application Form** must be signed by the applicant and the department head or director.

The **Employer's Declaration** must be signed by the applicant's employer or superior.

In order to evaluate the candidates' qualifications and professional background, we ask that the attached questionnaires be filled out in detail.

Criteria for the selection of suitable candidates will be the

- professional qualification
- job experience
- educational background
- workshop's relevance for the candidate's daily work
- command of English

Please be advised that the age limit for this course is 50 years. Exceptions may be made if the station management explains why an older candidate should be considered. The workshop will be conducted in English and the candidate should be 100% proficient in the English Language.

All applications will be reviewed thoroughly. The 14 candidates who in the light of the above-mentioned criteria best suit the workshop's content and objectives will be selected for participation. Please note that we cannot inform you prior to the conclusion of the selection procedure whether your station's candidate will be chosen.

Only those applications, which are returned to us by **8<sup>th</sup> August 2008** by fax or mail will be considered. Should you decide to send your application by fax, please make sure that we receive the original application documents as well. If you are intending to apply but have difficulties to meet the deadline, please contact us by fax, phone or e-mail before the deadline expires.

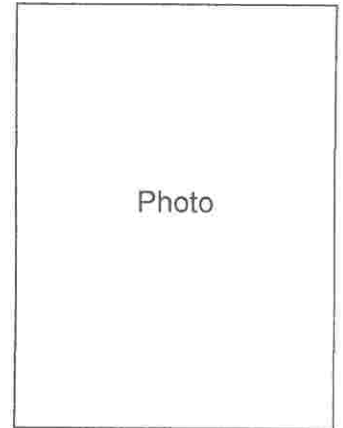
The complete set of application documents includes:

- Workshop Outline (1 page).
- Application Rules outlined above (1 page)
- Application Form (4 pages)
- Employer's Declaration Form (1 page)



Application Form

To be completed by the applicant  
(Please use typewriter or block letters)



Course No.: DMA8M08  
Title: Radio Management – Programming, Marketing,  
Audience Research and Human Resource  
Management

Date: 15 – 26 September 2008

Place: Bangkok, Thailand

Application deadline: 8<sup>th</sup> August 2008

(Please state your name as it appears in official documents)

Surname: \_\_\_\_\_ male

First name: \_\_\_\_\_ female

Date of birth: \_\_\_\_\_ Marital status: \_\_\_\_\_

Nationality: \_\_\_\_\_ Religion: \_\_\_\_\_

Full office address, to which any further mail should be sent (incl. phone, fax, e-mail):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Applicant's department: \_\_\_\_\_

Applicant's position: \_\_\_\_\_

Job description (please give some details):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



Knowledge of foreign languages: (very good = 1, good = 2, average = 3)

Language	Understanding	Speaking	Writing

School education:

Years of school education:	
Final school certificate:	
Obtained when?	

Professional training/studies:

Qualification/Degree/Diploma	Period	Name and place of institution

Employment record:

Position held	Period	Employer

Previous scholarships and stays abroad:

Purpose	Period	Country



How would you describe the format of your station?

What is your target group?

What is the music/word share of your Programme/Station?

Do you have regular access to audience research data? Which data and how often?

If yes, please bring them along to the course.

Are there any current plans for changes in your organisation? Please explain

In which way do you expect this course to help you in your daily work in future?  
Please explain.



(The personal particulars of the participant given above are stored in connection with his/her personal training programme. The particulars will be made available as necessary only to those bodies concerned with these matters.)

**If accepted for a training course, I undertake to:**

- **accept the course regulations**
- **return to my home country at the end of the training course**
- **use the gained knowledge/skills to the benefit of the station and its staff.**

**I have taken note of the Application Rules and the terms contained therein.**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant's signature

Approval by Head of Department/Director:

**"I hereby confirm the applicant's declarations given above."**

\_\_\_\_\_  
Date

\_\_\_\_\_  
Head of Department/Director



**Employer's Declaration**

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**To be completed by the employer/superior**  
(Please use typewriter or block letters)

Course No.: **DMA8M08**  
Title: **Radio Management – Programming, Marketing, Audience  
Research and Human Resource Management**  
Date: **15 – 26 September 2008**  
Place: **Bangkok, Thailand**  
Application deadline: **8<sup>th</sup> August 2008**

**Applicant's name:** \_\_\_\_\_

**Applicant's department:** \_\_\_\_\_

**Applicant's position:** \_\_\_\_\_

If the applicant is confirmed for participation, the nominating agency agrees to accept the following conditions:

- **The applicant will receive leave of absence with full pay for the duration of the course.**
- **The sponsor reserves the right to drop a participant from the course, should he/she, for any reason, be unable to keep up with the work.**
- **After returning home, the applicant will be given duties enabling him/her to implement the knowledge/skills gained in the above training course.**

**Signatory:** \_\_\_\_\_

**Position:** \_\_\_\_\_

\_\_\_\_\_  
Date

\_\_\_\_\_  
Stamp and signature

