



ด่วนที่สุด

บันทึกข้อความ

ส่วนราชการ สำนักงานการประชาสัมพันธ์ต่างประเทศ. สงต. โทร. ๐ ๒๖๑๘ ๒๓๒๓ ต่อ ๑๗๑๐ - ๑๑

ที่ นร ๐๒๐๘.๐๓/ ๖๖๐๒ วันที่ ๕ เมษายน ๒๕๕๕

เรื่อง ABU จัดประชุมเชิงปฏิบัติการระดับภูมิภาคเพื่อสร้างเครือข่ายบุคลากรด้านวิทยุในหัวข้อการพัฒนาอย่างยั่งยืน  
เรียน ผอ.สวท. ผอ.สปช.๑-๘ และผ.สปช.

ด้วย ABU จะจัดประชุมเชิงปฏิบัติการระดับภูมิภาคเพื่อสร้างเครือข่ายบุคลากรด้านวิทยุในหัวข้อการพัฒนาอย่างยั่งยืน ระหว่างวันที่ ๑๓-๑๖ มิถุนายน ๒๕๕๕ ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย การประชุมนี้ได้รับการสนับสนุนจากยูเนสโก โดยมีวัตถุประสงค์ให้ผู้ปฏิบัติงานหรือวิทยากรด้านวิทยุที่ได้รับการคัดเลือกเข้าร่วมประชุมจำนวน ๑๕ คน ได้เรียนรู้การใช้เทคโนโลยีสารสนเทศเป็นเครื่องมือในการถ่ายทอดความรู้โดยมุ่งเน้นหัวข้อการพัฒนาอย่างยั่งยืน

ABU เชิญ กปส. ส่งผู้แทนเข้าร่วมการประชุมข้างต้น จำนวน ๑ คน โดยจะสนับสนุนค่าโดยสารเครื่องบินไป-กลับ และค่าที่พักระหว่างการประชุมให้ ทั้งนี้ ผู้แทนต้องเป็นบุคลากรที่มีประสบการณ์ในงานข่าววิทยุมีความสามารถในการใช้ภาษาอังกฤษดี และเมื่อกลับจากการประชุมแล้ว จะต้องนำความรู้ที่ได้รับ มาดำเนินการจัดฝึกอบรมออนไลน์ (ผ่านระบบอินเทอร์เน็ต) ให้แก่บุคลากรภายในประเทศของตนอย่างน้อย ๑๐ คน

ในการนี้ สปต. ขอให้ สวท. สปช.๑-๘ และ สปช. พิจารณาส่งชื่อบุคลากรที่มีคุณสมบัติเหมาะสมตามที่ ABU กำหนดหน่วยงานละ ๑ คน มายัง สปต. ภายในวันที่ ๑๑ เมษายน ๒๕๕๕ เพื่อ อปส. คัดเลือกเป็นผู้แทน กปส. เข้าร่วมการประชุมดังกล่าว สำหรับค่าใช้จ่ายสมทบจะเบิกจ่ายจากโครงการพัฒนาขีดสมรรถนะบุคลากรกรมประชาสัมพันธ์ ที่จัดสรรไว้ทาง สปต.

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จักขอบคุณยิ่ง

(นางสาวจันงค์ ภาควรรุติ)

ร.ผอ.สปต.

## FW: INVITATION TO PARTICIPATE in :UNESCO-ABU REGIONAL WORKSHOP

From: **Vijay Sadhu** (vijay.s@abu.org.my)  
Sent: Thursday, March 31, 2011 3:34:39 PM  
To: jangsudruetai@hotmail.com; abuthai@hotmail.com  
2 attachments  
Background for (f)Sus Dev.pdf (58.1 KB) , Requirement.pdf (5.2 KB)

Dear Sudruetai Lertkasem

### **PARTICIPATIONIN: UNESCO-ABU REGIONAL WORKSHOP "RADIO PROGRAMMERS' NETWORK ON SUSTAINABLE DEVELOPMENT"**

Radio programming requires professional journalistic skills and creative and innovative approaches particularly to address public interest in sustainable development issues. The relevant formats and content are often location and language specific and borrow from local mannerisms, nuances and traditions. Training and skills upgrading is essential on a continuous basis to maintain professional excellence and to ensure that the knowledge of media professionals is current and up-to-date.

New information technology provides opportunities that can strengthen training outreach and facilitate expanded network creation among media professionals. Training of Trainers in "Online Training of Radio Journalists in the Asia Pacific region with a focus on sustainable development" will enhance training delivery mechanisms, facilitate the creation of professional networks and transfer knowledge about current and emerging sustainable development issues. The emerging networks can be used to train a larger number of media professionals to use online technologies for radio training purposes.

ABU is keen to encourage its members to upgrade their radio production training skills and learn to use new information technology for training purposes. The mentors will draw up the online training programme through direct consultation with the training participants. The ABU has included these areas in its activity agenda. Promoting this activity among its members will be accomplished through capacity building and by awareness raising.

In collaboration with the UNESCO, the ABU is organizing a four day workshop in Kuala Lumpur. Professional radio journalism and production trainers will meet and connect with each other and their future online mentors. They will upgrade their radio production training skills and learn to use new information technology for training purposes. The mentors will draw up the online training programme through direct consultation with the training participants.

A face-to-face meeting/workshop of the 'UNESCO-ABU Radio Programmers' Network On Sustainable Development" will be held in Kuala Lumpur from 13-16 June, 2011, where the participants will address the above agenda under the supervision of two experts in this area.

I am happy to invite your organization to nominate a radio trainer/journalist (in

the attached form) to participate in the project, commencing with the workshop in Kuala Lumpur. The nominee should have had experience in online training and journalism.

The ABU will offer a fellowship to your nominee for this project. The fellowship comprises one return economy class airfare, hotel accommodation for five nights in Kuala Lumpur.

The attached note describes the pilot project and the activities of the participants.

The terms and conditions of our offer for fellowship are attached. Please select your nominees according to the requirement for the project. If you do not have anybody meeting these requirements please let us know. We will offer this fellowship to other organization.

I shall feel grateful if you extend your assistance to the ABU in this important project and respond to our e-mail as soon as possible, preferably before 15 April, 2011.

An acknowledgement of this message would be highly appreciated.

I look forward to hearing from you soon.

Best regards.

Vijay Sadhu  
Senior Executive Radio, Programme Department  
Tel; +603-22825962, Fax; +603-22824606  
E-mail: [vijay.s@abu.org.my](mailto:vijay.s@abu.org.my)

**UNESCO-ABU Online Training  
Radio Journalism and Production  
13-16 June, Hotel Istana, Kuala Lumpur**

**1. BACKGROUND:**

Radio programming requires professional journalistic skills and creative and innovative approaches particularly to address public interest in sustainable development issues. The relevant formats and content are often location and language specific and borrow from local mannerisms, nuances and traditions. Training and skills upgrading is essential on a continuous basis to maintain professional excellence and to ensure that the knowledge of media professionals is current and up-to-date.

New information technology provides opportunities that can strengthen training outreach and facilitate expanded network creation among media professionals. Training of Trainers in “Online Training of Radio Journalists in the Asia Pacific region with a focus on sustainable development” will enhance training delivery mechanisms, facilitate the creation of professional networks and transfer knowledge about current and emerging sustainable development issues. The emerging networks can be used to train a larger number of media professionals to use online technologies for radio training purposes.

ABU proposes to bring together 15 professional radio journalism and production trainers from Afghanistan, Indonesia, Malaysia, Maldives, Pakistan, Papua New Guinea, Sri Lanka, Thailand, Uzbekistan, Vietnam. At least 40% of the participants will be selected from amongst outstanding female radio production and journalism trainers. They will meet and connect with each other and their future online mentors at a face-to-face training workshop in Kuala Lumpur where they will upgrade their radio production training skills and learn to use new information technology for training purposes. The mentors will draw up the online training programme through direct consultation with the training participants.

Working methods and culture in the Asia Pacific is large and diverse. The workshop will be represented by broadcast professionals from different languages and cultural expressions to make it easier for professionals to understand ideas presented to them clearly. All these factors make it necessary to initially bring the key trainers on to the same platform and train them to use online technologies.

**2. TARGET GROUPS:**

This project will train a core group of 15 radio production and journalism trainers to deliver radio journalism and production training on sustainable development issues using on-line tools and facilities. They will in turn train at least 10 trainers in their respective countries and setup networks to ensure that journalists are up-to-date with current and emerging sustainable development issues in their respective

countries. Principal issues that will be addressed include education for sustainable development, adult literacy, empowerment of women in rural areas and backward urban environment, health and family, impact of climate change and how communities can help enhance the green footprint, HIV related issues and others pertaining to development.

Upon completion of the workshop, the participants will be able to conceptualise and design radio training and programmes on numerous sustainable development topics. The trained trainers will mentor radio journalism and production trainers on principle issues and how to report those professionally.

ABU will form online networks also through social media to facilitate information exchange and mobilize increased journalistic investigation and reporting on sustainable development issues. The trainers are selected among those professionals who have deep understanding of the current priorities of sustainable development issues and have experience in designing and conducting online training. A website will be setup linking the regional and country level trainers and networks; displaying the profile of the trainers and contact email and showcasing outstanding radio production scripts and programmes on sustainable development topics.

### **3. IMMEDIATE OBJECTIVES**

- i. Train 15 radio production and journalism trainers who will train around 100 radio production and journalism trainers on reporting sustainable development using online methods.
- ii. Establish at least one regional network of radio production and journalism trainers on sustainable development issues covering at least five countries.
- iii. Create at least five networks of radio production and journalism trainers on sustainable development issues in five countries.
- iv. Setup at least one website to facilitate information exchange between the regional and country level trainers and networks; display the profile of the trainers and their contact details and showcase quality radio programmes and scripts.
- v. Produce quality radio programmes on sustainable development issues.

### **4. PROJECT OUTPUTS:**

- (i) 15 radio production and journalism trainers trained to train 100 radio production and journalism trainers online
- (ii) One regional network of radio production and journalism trainers on sustainable development issues covering at least five countries.

- (iii) Five networks of radio production and journalism trainers on sustainable development issues in five countries.
  - (iv) One website to facilitate information exchange between the regional and country level trainers and networks; display the profile of the trainers and their contact details and showcase quality radio programmes and scripts.
  - (v) A large number of quality radio programmes on sustainable development issues.
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Nominated participant should have;

- Have reasonably good computer skills - they regularly use email and internet, know how to use google or other search engines,
- Have at least five years radio production experience preferably producing both news and programs,
- Will have the time to write training modules and train other people when they return from the workshop

Additionally we would like participants who have: (advantageous)

- Conducted any form of adult training previously
- Used online training tools to advance their own skills
- Used social media (facebook, twitter, youtube, blogs, forums and chat rooms etc.)
- A good understanding of and relationships with other radio stations in their country