



บันทึกข้อความ

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

ที่ นร. ๐๒๐๙.๐๓/ ๐๑๐๖๕๖ วันที่ ๒๓ สิงหาคม ๒๕๕๔

เรื่อง AIBD จัดการประชุมเชิงปฏิบัติการระดับภูมิภาค เรื่อง การออกแบบรายการโทรทัศน์แนว Edutainment และการประยุกต์ใช้กับสื่อใหม่

เรียน ผอ.สทท. และ ผอ.สปช.๑-๘

ด้วย AIBD ได้เชิญ กปส. ส่งผู้แทนเข้าร่วมการประชุมเชิงปฏิบัติการระดับภูมิภาค เรื่อง การออกแบบรายการโทรทัศน์แนว Edutainment (กิจการศึกษากึ่งบันเทิง) และการประยุกต์ใช้กับสื่อใหม่ (Designing edutainment audiovisual programmes & application for new media – iPhone, Smartphone, Facebook and Internet) ระหว่างวันที่ ๑๙-๒๑ ตุลาคม ๒๕๕๔ ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย โดยการประชุมนี้มีวัตถุประสงค์เพื่อให้ผู้ผลิตรายการโทรทัศน์ทราบได้เรียนรู้วิธีการเข้าถึงผู้ชมกลุ่มใหญ่กว่าเดิม ผ่านช่องทางการเผยแพร่ใหม่ และสร้างกลยุทธ์ที่ครอบคลุมด้านเนื้อหารายการสำหรับสื่อใหม่ที่เป็นรูปธรรม

ในการนี้ สปต. ขอให้ สทท. และ สปช.๑-๘ พิจารณาเสนอชื่อผู้แทนหน่วยงานละ ๑ คน โดยเป็นผู้ผลิตรายการโทรทัศน์ที่มีความรู้ภาษาอังกฤษดี ทั้งนี้ ขอให้แจ้งชื่อมายัง สปต. ภายในวันที่ ๒ กันยายน ๒๕๕๔ เพื่อนำเสนอ อปส. คัดเลือกต่อไป สำหรับค่าใช้จ่ายในการเดินทางไปร่วมประชุม จะเบิกจ่ายจาก สปต.

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จักขอบคุณยิ่ง

(นางวรรณ วุฒิอาภรณ์)

ผอ.สปต.



Asia-Pacific Institute for Broadcasting Development

Postal Address : P O Box 12066, 50766 Kuala Lumpur, Malaysia
Street Address : 2nd Floor, Old IPPTAR Building, Angkasapuri, 50614 Kuala Lumpur, Malaysia

Phone : (603) 22823719 / 22824618 / 22827192
Fax : (603) 22822761

Your Ref:

E-mail : admin@aibd.org.my

Our Ref:

E-mail : devbroad@aibd.org.my

Website : www.aibd.org.my

R-326-MY-11

17 August 2011

Mr Grisanaporn Soempanich
Director-General
National Broadcasting Services of Thailand
(Government Public Relations Department)
International Cooperation Division,
Foreign Office, Public Relations Department
9, soi Aree Samphan, Thanon Rama IV, Phayathai
Bangkok 10400, Thailand

Dear Mr Grisanaporn Soempanich,

**AIBD / Hosokawa Foundation Regional Workshop on "Designing
edutainment audiovisual programmes & applications for new media -
Iphone, smartphone, Facebook and Internet"
19 - 21 October 2011, Kuala Lumpur, Malaysia**

1. The Asia-Pacific Institute for Broadcasting Development (AIBD), in collaboration with Hosokawa Foundation, is organising this regional workshop on **"Designing edutainment audiovisual programmes & applications for new media -Iphone, smartphone, Facebook and Internet"** from October 19-21 2011 in Kuala Lumpur, Malaysia.
2. The nominations should be sent through your office to reach AIBD before **Friday, 30 September 2011** and we would be most grateful for your assistance in maintaining the deadline.

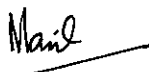
We seek your co-operation to process nominations speedily.

3. The activity is designed for TV producers. Maximum age limit is 50 years, and they should be able to understand, speak and write in English, which is an essential condition for selection. Please refer to enclosed project outline for profile of participants.
4. We request you to ensure that all information requested for in the application form is duly provided. Enclosed herewith is the application form.

5. We are offering one place to National Broadcasting Services of Thailand, Thailand. The nominating organisation is required to nominate one principle and one alternate applicant. Places are offered strictly on a first-come-first served basis provided all conditions and requirements are met. Please note that failure to comply with this requirement will leave AIBD with no choice but to reject the application.
6. The expenses will be defrayed as follows:
 - a. The organisers will provide accommodation which includes breakfast and all materials for the activity.
 - b. Participating organisations will meet the cost of airfare, daily subsistence allowance, local transportation charges (from and to the airport), excess baggage, handling charges, extended days of transit, unauthorized stopovers/changes to itinerary for their respective participants.
7. Candidates nominated are expected to be in positions where they can usefully employ their knowledge and skills acquired during the activity, or they should be able to return to positions where they can do so.
8. Please note that the organisers will not accept any responsibility for incidental expenses associated with the selection, travel or compensation in case of sickness or accident during the period of the activity. The organisation should ensure that the applicants are physically and medically fit and insured to attend the activity. Applicants or their organisations are advised to take adequate measures to cover against this.
9. Applications routed through your office and or ministry should reach AIBD latest by **Friday, 30 September 2011**. Selection of candidates will be based on information provided in the application form. It is therefore necessary that these forms reach us by the stated deadline. Please note that responsibility for the final selection is vested with AIBD.
10. AIBD will notify your office as well as the successful applicant as soon as the selection is made. On receipt of such confirmation the organisation is expected to proceed with travel and other formalities (including passports, visas) for the applicant.

We look forward to receiving your nominations by **Friday, 30 September 2011**.

Yours sincerely,



Manil Cooray (Ms)
Deputy Director, AIBD

Cc: H.E. (Mr) Thana Duangratana, Ambassador, Royal Thai Embassy,
Kuala Lumpur.

Mrs Sudruetai Lertkasem, Director, International Cooperation Division,
Foreign Office and AIBD Liaison Officer, NBT, Thailand.

Mrs Sukanda Tosasuka, Senior Information Officer, NBT, Thailand.



**AIBD / Hoso Bunka Foundation (HBF) Regional Workshop on
Designing edutainment for audiovisual programmes & applications
for new media -Iphone, smartphone, Facebook and Internet
19-21 October 2011
Kuala Lumpur, Malaysia**

PROJECT OUTLINE

Aims

The Hoso Bunka Foundation is a non-profit organization that aims to promote the cultural and technological development of broadcast media. As recipient of their 2010/2011 grant cycle for an individual study, research or project to further this goal, AIBD will host a workshop under the title "Designing edutainment audiovisual programmes & applications for new media -Iphone, smartphone, Facebook and Internet".

The workshop recognizes the need for broadcasters to treat audiovisual content in a more multidimensional perspective. Given the rapid transition of broadcasters across the world through digital switchover, it is vital that broadcasters understand how to reach a new wider audience using triple play communications. TV producers should be able to fashion content for standard media and new media platforms in order to expand their reach to various audience demographics.

Objectives

Following the workshop, participants are expected to achieve the following objectives:

- Develop a clear understanding on the process of implementation according to portable and Internet protocol
- Gain knowledge and skills regarding content/applications specific to iPhone, Smart phone, Facebook and Internet media as well
- Identify the current trends in the field and the business models associated with the above applications
- Implement the triple play concepts developed during course of the workshop

- Be capable of formulating a concrete 360° strategy in terms of TV content for new media

Profile Of Participant

The participants will be TV producers from commercial and public broadcasting stations in the Asian region.



ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

P O BOX 12066, 50766 KUALA LUMPUR, MALAYSIA.

Phone : 603-22823719/22824618/22821046

Fax : 603-22822761

E-mail: hamidah@aibd.org.my, saqib@aibd.org.my

Website: <http://www.aibd.org.my>

APPLICATION FOR PARTICIPATION IN PARTLY FUNDED ACTIVITY

AIBD Regional Workshop

Designing edutainment audiovisual programmes & applications for new media -Iphone, smartphone, Facebook and Internet

19-21 October 2011

Kuala Lumpur, Malaysia

Please type or use capital letters for all entries.

APPLICANT'S NAME (Please underline family name)

--

Please affix a recent
Passport
photograph
here

DATE OF BIRTH

--

GENDER / MARITAL STATUS

- | |
|---|
| <ul style="list-style-type: none">• MALE / FEMALE• MARRIED / SINGLE (Delete whichever is not applicable) |
|---|

FULL POSTAL ADDRESS

(A) HOME:	TEL:
	E-MAIL:
(B) OFFICE:	TEL:
	FAX:
	E-MAIL:

NAME AND ADDRESS OF PERSON TO BE NOTIFIED IN AN EMERGENCY

(Relation of that person to applicant):	Tel:

PARTICULARS OF TRAVEL DOCUMENT

PASSPORT TYPE:	PASSPORT NO:	DATE OF ISSUE:
DATE OF EXPIRY:	PLACE OF ISSUE:	

EDUCATION

(A) HIGHEST QUALIFICATION HELD/INSTITUTION/DATE:

(B) OTHER RELEVANT STUDIES (Include previous AIBD courses/seminars and other fellowships awarded):

COMPETENCE IN THE ENGLISH LANGUAGE

READ			UNDERSTAND			SPEAK			WRITE		
EXC	GOOD	FAIR	EXC	GOOD	FAIR	EXC	GOOD	FAIR	EXC	GOOD	FAIR

Number of years you have studied English Please note: The training activity will be conducted in English.

PRESENT POSITION

(A) NAME AND ADDRESS OF EMPLOYER (Include department or sub-section):

E-mail:

Tel:

Fax:

(B) YEARS OF SERVICE:

FROM:

TO:

(C) TITLE OF POST:

(D) NUMBER OF YEARS IN PRESENT POST:

(E) DESCRIPTION OF YOUR FUNCTIONS AND DIRECT RESPONSIBILITIES: *

(F) PREVIOUS POSITION/EXPERIENCE (Briefly describe your professional career): *

(G) IF ACCEPTED FOR THIS TRAINING ACTIVITY, DESCRIBE THE PRACTICAL USE YOU INTEND TO MAKE OF THESE STUDIES ON YOUR RETURN HOME: *

(*Please use additional sheets if necessary.)

SPECIAL CONDITIONS FOR COLLABORATIVE ACTIVITY

The following conditions relate to the activity offered by the Asia-Pacific Institute for Broadcasting Development (AIBD).

Obligations of AIBD:

- Suitable hostel or hotel accommodation and daily transportation from hotel to venue.
- Appropriate course materials will be provided.
- Where applicable, a Certificate of attendance at the conclusion of the training activity provided the participant has achieved eighty percent attendance.

Obligations of the applicant's Organisation:

- Provide return economy ticket, visa fee and any airport departure taxes or travel levies and airport transfers at the location of the activity.
- Payment of daily subsistence allowance, visa fee and any airport departure taxes or travel levies and airport transfers at the location of the activity.
- Travel and Medical insurance to cover the duration of the activity. Participants and/or their organisations are strongly recommended to make such arrangements to cover travel and medical risks.
- Expenses to cover any en-route costs (accommodation, meals, taxis, excess baggage, handling charges, selection of participant etc.) in travelling to and from the activity.
- Ensuring the continuation of the participant's salary and other obligations.
- Assuring that the participant will be employed upon his/her return in a position related to the duties for which the activity was awarded.

Applicant's declaration:

- To carry out such instructions and abide by such conditions as may be stipulated from time to time by the Asia-Pacific Institute for Broadcasting Development (AIBD).
- To follow the course of study and abide by the rules and regulations of training institutions and other establishments during the activity.
- To refrain from engaging in political activities.
- To return directly to his/her home country upon completion of the activity.

I have read, understood and agree to abide by the conditions listed above.

Name of applicant:

.....

Signature of applicant: Date:.....

Endorsement by employer/official nominating authority:

The nominee's application has been examined and I nominate him/her as physically and medically fit to follow this activity. I have also read the conditions listed above, particularly those relating to the obligations of the applicant's organisation, and understand and agree to abide by these conditions.

Name of authorised official:

Designation:

Name of Organisation:

Official Stamp

Signature:

Date: