



ความรู้ทุก

## บันทึกข้อความ

ส่วนราชการ สำนักงานปลัดกระทรวงศึกษาธิการ สำนักงานปลัดกระทรวงศึกษาธิการ โทร. 0-2618-2323 ต่อ 1710-11

ที่ นร.0209/สปศ./0.580 วันที่ 20 ธันวาคม 2547

เรื่อง การประชุมเชิงปฏิบัติการ เรื่อง "Education for all for Journalists"

เรียน ผอ.สนช. ผอ.สวท. ผอ.สทท.11 ผอ.สปร. 1-8

### 1. ประเด็น

1.1 สถาบันพัฒนาการวิทยุ-โทรทัศน์แห่งเอเชีย-แปซิฟิก (Asia-Pacific Institute for Broadcasting Development - AIBD) ร่วมกับ UNESCO จะจัดการประชุมเชิงปฏิบัติการ เรื่อง "Education for all for Journalists" ระหว่างวันที่ 31 มกราคม - 3 กุมภาพันธ์ 2548 ณ กรุงเทพมหานคร ประเทศไทย รายละเอียดตามเอกสารโครงการที่แนบ

1.2 AIBD ให้งบประมาณไทยส่งผู้แทนเข้าร่วมประชุม จำนวน 1 คน ซึ่งประกอบด้วย นักรโดยสารเครื่องบิน ที่พัก วัสดุอุปกรณ์ และเบี้ยเลี้ยงวันละประมาณ 500 บาท

1.3 คุณสมบัติของผู้สมัครจะต้องปฏิบัติงานในหน้าที่ผู้สื่อข่าววิทยุหรือโทรทัศน์ หรือ ผู้เรียบเรียงข่าวโทรทัศน์ มีประสบการณ์อย่างน้อย 5 ปี อายุไม่เกิน 40 ปี มีความสามารถในการใช้ภาษาอังกฤษและคอมพิวเตอร์เป็นอย่างดี

### 2. ข้อเสนอ

สปศ. ขอให้หน่วยงานที่สนใจพิจารณาเสนอชื่อผู้ที่มีคุณสมบัติเหมาะสมเข้าร่วมประชุมดังกล่าว โดยสำนักต้นสังกัดของผู้สมัครจะต้องรับผิดชอบค่าใช้จ่ายสมทบในส่วนที่ AIBD มิได้สนับสนุน จำนวน ประมาณ 12,100 บาท ได้แก่ ค่าเบี้ยเลี้ยง 6 วัน ๆ ละ 1,600 บาท เป็นเงิน 9,600 บาท ค่าพาหนะในต่างประเทศ 1,500 บาท ค่าธรรมเนียมสนามบิน 500 บาท และค่าพาหนะจากบ้านพัก-สนามบิน 500 บาท

ทั้งนี้ ขอให้เสนอชื่อพร้อมใบสมัครและประวัติการทำงานไปยัง สปศ. ภายในวันที่ 24 ธันวาคม 2547 เพื่อจะได้นำเสนอ สปศ. พิจารณาคัดเลือกเป็นผู้แทนและผู้แทนสำรองต่อไป

จึงเรียนมาเพื่อโปรดพิจารณาตาม ข้อ 2 ด้วย จะขอบคุณยิ่ง

(นางภัทรีชา ชุ่มมะโน)

ผอ.สปศ.



# ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

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

Your Ref:

Our Ref:

Phone : (60) 22823719 / 22824618 / 22827192  
Fax : (60) 22822751

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E-mail : [devnews@aiibd.org.my](mailto:devnews@aiibd.org.my)  
Website : <http://aiibd.org.my>

R180MY05

8 December 2004

HE Sihasak Puangketkaew  
Director-General  
Information Department  
Ministry of Foreign Affairs  
No 1 Thanon Sanamchai  
Saranrom Palace  
BANGKOK, Thailand

Your Excellency,

**AIBD/UNESCO WORKSHOP ON EDUCATION FOR ALL (EFA) FOR JOURNALISTS**  
**31<sup>st</sup> JANUARY to 3<sup>rd</sup> FEBRUARY 2005, KUALA LUMPUR, MALAYSIA**

1. The Asia-Pacific Institute for Broadcasting Development, in co-operation with UNESCO, is organising a regional workshop on "Education for All (EFA) for journalists" which will be held in Kuala Lumpur from 31<sup>st</sup> January to 3<sup>rd</sup> February 2005. We would be most grateful for your assistance in channelling the offer to the appropriate Ministry/Broadcasting organisation with the request for nominations.

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

2. This workshop is specially designed for journalists and news writers with a good command of English. The workshop Information Paper, General Outline of Content and the application form are enclosed.

3. The nominations should be sent through your office to reach AIBD before **Tuesday, 4<sup>th</sup> January 2005** once the required formalities have been completed. This offer closes on **Tuesday, 4<sup>th</sup> January 2005** and we would be most grateful for your assistance in maintaining the deadline.

4. We request you to ensure that all information called for in the application form is duly provided. Please note that failure to comply with this requirement will result in the application being automatically rejected.

5. We are offering **ONE** place to Thailand. The nominating organisation is required to nominate principal and alternate candidates. Places are offered strictly on a first-come-first-served basis provided all conditions and requirements are met.

Incop. 834 Dated 14 Dec 04



6. As a further cost cutting measure as well as manifestation of collaborative effort, expenses are to be defrayed as follows:-

a. The organizers will provide economy return air ticket, accommodation, daily subsistence allowance, local transportation (hotel-AIBD-hotel), course materials and other facilities for the workshop.

b. Nominating organisations will meet the cost of airport transfer in KL, excess baggage, handling charges, extended days of transit, unauthorized stopovers/charges to itinerary for their respective participants.

7. 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.

8. Candidates must be certified as physically fit and able to cope fully with all stressful activities/situations connected with their training.

9. As the language of instruction of this activity is English, candidates should have **excellent fluency in the English language, written as well as spoken** (SEE ALSO POINT 4).

10. 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.

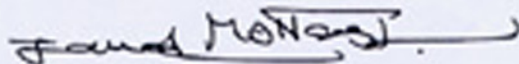
11. Applications routed through your office should reach AIBD, the latest, by **Tuesday, 4<sup>th</sup> January 2005**. Selection of candidates will be based on information provided in the application form. It is therefore necessary that these forms reach us by the stated deadline. Failure to nominate by the stipulated deadline will result in the offer being automatically withdrawn.

12. Please note that the responsibility for final selection is vested in AIBD.

13. AIBD will notify your office as well as the successful candidate as soon as the selection is made. On receipt of such confirmation, candidates are expected to proceed with their travel and other formalities (obtaining visas etc.).

We look forward to receiving your nomination by **Tuesday, 4<sup>th</sup> January 2005**.

Yours sincerely,



**JAVAD MOTTAGHI**  
Director, AIBD

- c.c. H.E. Chaisiri Anamarn, Ambassador, Royal Thai Embassy, KL  
Mr Dussadee Sinchirmsiri, Deputy Director General, Public Relations Department (PRD) NBT  
Mr Anothai Udomsilp, Director, International Cooperation Division, Foreign Office and AIBD Liaison Officer, NBT





**AIBD/UNESCO WORKSHOP ON  
"EDUCATION FOR ALL (EFA) FOR JOURNALISTS"  
31<sup>ST</sup> JANUARY – 3 FEBRUARY 2005  
KUALA LUMPUR, MALAYSIA**

**WORKSHOP INFORMATION**

**1. AIMS**

To prepare journalists and news writers understand the issues of Education for All (EFA) so that they could provide adequate coverage in their reporting and to conduct national workshops on Education For All (EFA), using the Education Makes News Media Training and Resource Kit.

**2. OBJECTIVES**

At the conclusion of the workshop the participants will be able to:

- Have a better understanding of EFA issues as they affect specific countries and the global community;
- Be able to analyze education budgets, policies and systems so as to be able to report more comprehensively on these topics;
- Investigate the relationship between education and human development needs;
- Enhance research skills and have access to a wider range of statistics and information;
- Be more sensitive to specific educational areas, such as education for girls and women, the disadvantaged, and those with special needs.

**3. PROFILE OF THE PARTICIPANTS**

- Radio/Television journalist or television news writer,
- More than five years experience as a radio/television journalist or news writer,
- Not more than 40 years of age years,
- Fluent in English,
- Computer literate/word processing

#### 4. CLOSING DATE FOR APPLICATIONS

Application forms should be channeled through the appropriate Government Ministry and reach AIBD by Tuesday, 4<sup>th</sup> January 2005.

Please forward the applications to:

Director

Asia-Pacific Institute for Broadcasting Development

PO Box 1137, Pantai

59700 Kuala Lumpur, Malaysia

Telephone : (60-3) 2282 3719, 2282 4618

Facsimile : (60-3) 2282 2761

E-mail : [devbroad@aibd.org.my](mailto:devbroad@aibd.org.my)

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



**AIBD/UNESCO WORKSHOP FOR JOURNALISTS ON  
"EDUCATION FOR ALL (EFA)"  
31<sup>ST</sup> JANUARY – 3 FEBRUARY 2005  
KUALA LUMPUR, MALAYSIA**

**GENERAL OUTLINE OF WORKSHOP CONTENT**

**Day 1, Monday, January 31<sup>st</sup>**

**Session #1: Introduction to the Workshop**

Participant and consultant introductions, incorporating a team-building exercise.

*Exercise: What do we mean by education?*

**Session #2: Getting Started—Aims and Outcomes**

An outline of the rationale and objectives for the workshop, its expected outcomes and the overall goals of EFA.

Exercise on Education Issues

**Session #3: What is Education for All?**

An outline of the EFA, drawing on the "Getting Started" section, including:

- A brief description of UNESCO and its historical commitment to improving education in the world
- A short history and overview of the global EFA programme (reference 1.1.1. Global Initiative) and its six major goals (play 1.1.2 EFA in Action video)
- EFA as a news topic (reference 1.1.3: How does EFA affect me? Can EFA help to achieve national development goals?)
- Education as a human right

Exercise: EFA and Development

**Session #4: UNDP Human Development Index**

Exercise: News Stories on EFA and HDI

*Overnight Reading Assignment: 1.1.3. Good News; Bad News; Is EFA an achievable target? 2.1.1.b. Assessment of Dakar Goal Achievement, By Region; essay on changing concepts of human rights from The Economist.*

**Day 2, Tuesday, February 1<sup>st</sup>**

**Session #5: EFA National Action Plans and Progress Towards Goals**  
Exercise on Measuring Progress

**Session #6: Government Policies and Programs**

**Session #7: Case Studies of Best Practices**

**Session #8: Policies and Budgets**

*Exercise on Education Spending*

*Projects on Media and Education:* Participants briefly outline ideas for projects on use of media to meet educational needs in their own countries, and begin research, using statistics and data from the kit and Internet sources.

Reading assignment: Case studies of reporting of projects to promote EFA—Bangladesh, Uganda, Caribbean (reference 2.2) and Alfonso Gumucio Dagron, *Making Waves: Stories of Participatory Communication for Social Change* (New York: Rockefeller Foundation, 2001).

**Day 3, Wednesday, February 2<sup>nd</sup>**

**Session #9: Measuring Quality and Outcomes**

Exercise on Quality Assessment

Working in teams, cross tabulate primary education statistics on hours of attendance,

**Session #10: Rights and Access to Learning**

Exercise on Child Rights

**Session #11: Systems of Education**

**Session #12: Information Communication Technologies (ICTs)**

Presentation by Hara Prasad Padhy, Programme Specialist, Communication and Information Sector, Communication Development Division, UNESCO (Paris)

Assigned reading: *The Economist* Survey of Technology, "Skills Revolution in the Making of South Africa" and "Vocational Schools offer Micro-business Skills in Ecuador" (reference 2.4).



**Day 3, Thursday, February 3<sup>rd</sup>**

**Session #13: Traditional and Indigenous Knowledge**

Exercise on Indigenous Knowledge

**Session #14: Education and Human Development**

This session will reinforce the links between EFA goals and broad development goals including the eradication of poverty, improvements in public health (e.g. HIV/AIDS, infant mortality rates, clean water, sanitation), environmental and resource conservation, democracy, peace and human rights.

**Session #15: Projects on Media and Education**

Participants make 10-minute presentations on projects on the use of media to meet educational needs in their own countries, followed by questions; the session will conclude with a general discussion on creative ways that media can be used to meet educational needs.

Discussion on national and global education trends, based on issues raised in section 2.9 "The Future." Workshop evaluation and closing





**ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT**

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

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**APPLICATION FOR PARTICIPATION IN FUNDED ACTIVITY  
AIBD/UNESCO WORKSHOP ON  
EDUCATION FOR ALL (EFA) FOR JOURNALISTS  
Kuala Lumpur, Malaysia  
31<sup>st</sup> January to 3<sup>rd</sup> February 2005**

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

- 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 FUNDED ACTIVITY

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

### Obligations of AIBD:

- For overseas participants, return economy class or advance purchase air tickets from the capital city or international airport nearest to the applicant's place of work to the location of the training activity. (N.B. Airfares are NOT provided for in-country participants)
- Suitable hostel or hotel accommodation for overseas participants and, local transportation charges for the activity. (N.B. Accommodation/transportation NOT provided for in-country participants)
- Payment of daily subsistence allowance (DSA) to the participant directly.
- 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:

- Payment of passport fees, visa charges and any airport departure taxes or travel levies.
- Travel insurance to and from the venue of the activity. Participants and/or their organisations are strongly recommended to make such arrangements to cover travel risks.
- Expenses to cover any en-route costs (accommodation, meals, taxis, excess baggage, handling charges etc.) in travelling to and from the activity. (Please note: the AIBD will NOT accept responsibility whatsoever for any incidental expenses including costs involved in selection; extended days of transit, unauthorised stopovers/changes to itinerary and any travel undertaken without permission).
- Ensuring the continuation of the participant's salary or other arrangements as may be appropriate to maintain the participant's dependants or other obligations while he/she participates in the training activity.
- Assuring that the participant will be employed upon his/her return in a position related to the duties for which the training 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 applicant's organisation and 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 training activity.
- To refrain from engaging in political activities.
- To return directly to his/her home country upon completion of the training activity.

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

Name of applicant: .....

Signature of applicant: ..... Date: .....

### Endorsement by employer/official nominating authority:

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

Name of authorised official: .....

Designation: .....

Name of Organisation: .....

Official Stamp

Signature: .....

Date: .....