



**กำหนด**

## บันทึกข้อความ

ส่วนราชการ สำนักงานประชาสัมพันธ์ต่างประเทศ สรท. โทร. 0-2618-2323 ต่อ 1710-11

ที่ นร 0209/สปต./ว.๔๙๑

วันที่ 24 มิถุนายน 2548

เรื่อง การสัมมนาของ AIBD เรื่อง "Broadcasting Regulation; Protecting Public Interest, Promoting Broadcasting Development"

เรียน ผอ.สรท.11, ผอ.สรท., ผอ.สนข., ผอ.สปข.1-8 และ อกข.

### 1. ข้อเท็จจริง

1.1 สถาบันพัฒนากิจการวิทยุ-โทรทัศน์แห่งเอเชีย-แปซิฟิก (Asia-Pacific Institute for Broadcasting Development-AIBD) ร่วมกับ Friedrich Ebert Stiftung (FES) และ UNESCO จะจัดการสัมมนา เรื่อง "Broadcasting Regulation; Protecting Public Interest, Promoting Broadcasting Development" ระหว่างวันที่ 19 – 21 กันยายน 2548 ณ กรุงจาการ์ตา ประเทศอินโดนีเซีย

1.2 การสัมมนาครั้งนี้มีวัตถุประสงค์เพื่อส่งเสริมความรู้เกี่ยวกับกฎระเบียบในงานวิทยุ-โทรทัศน์ และแลกเปลี่ยนข้อมูลเกี่ยวกับกฎระเบียบด้านวิทยุ-โทรทัศน์ของแต่ละประเทศ

1.3 AIBD เชิญ กปส. ส่งผู้แทน จำนวน 2 คน เข้าร่วมการสัมมนา โดย กปส. จะต้องรับผิดชอบค่าโดยสารเครื่องบิน ค่าที่พัก เบี้ยเลี้ยง และค่าใช้จ่ายอื่น ๆ ของผู้แทนเป็นเงินประมาณ 47,500 บาท และ AIBD จะสนับสนุนวัสดุการสัมมนา อาหารว่าง และอาหารกลางวัน

### 2. ข้อเสนอ

สปต. ขอให้ สรท.11, สรท. สนข. และ กกข. พิจารณาเสนอชื่อผู้แทนที่เหมาะสม เข้าร่วมสัมมนาหน่วยงานละ 1 คน โดยเบิกค่าใช้จ่ายจากงบประมาณของสำนัก/กองต้นสังกัด ทั้งนี้ ขอให้เสนอชื่อพร้อมประวัติการทำงานไปยัง สปต. ภายในวันที่ 28 มิถุนายน 2548 เพื่อจะได้นำเสนอ อปส. พิจารณาคัดเลือกเป็นผู้แทนต่อไป

จึงเรียนมาเพื่อโปรดพิจารณาข้อ 2

(นางศศิรินทร์ จามรมาน)

ร.ผอ.สปต.

ประมาณการค่าใช้จ่ายในการเข้าร่วมสัมมนา  
เรื่อง “Broadcasting Regulation; Protecting  
Public Interest, Promoting Broadcasting Development”  
ระหว่างวันที่ 18 – 22 กันยายน 2548 (รวมวันเดินทางไป – กลับ)  
ณ กรุงจาการ์ต้า ประเทศอินโดนีเซีย

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1. ค่าโดยสารเครื่องบิน	12,000 บาท
2. ค่าที่พัก	22,500 บาท
3. ค่าเบี้ยเลี้ยงวันละ (2,100 x 5 วัน)	10,500 บาท
4. ค่าธรรมเนียมสนามบิน	500 บาท
5. ค่าพาหนะในต่างประเทศ	1,500 บาท
6. ค่าพาหนะจากบ้านพัก-สนามบิน	<u>500</u> บาท
	<b><u>47,500</u> บาท</b>



ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

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

Handwritten notes and stamps in Thai script, including a date stamp '13 JUN 2005' and a signature.

Your Ref:

Our Ref:

R1921D05

Phone : (03) 22823719 / 22824618 / 22827192  
Fax : (03) 22822761

E-mail : admin@aibd.org.my  
devbroad@aibd.org.my  
Website : http://aibd.org.my

13 June 2005

Official Thai government stamp with handwritten details: '2158 (4737)', 'วันที่ 21 ส.ย. 2548', and 'เวลา 10.30 น.'.

Handwritten Thai notes: 'สว. สว.สว.', 'Ka', and '20 ส.ย. 48'.

H.E. Sihasak Puangketkaew  
Director-General  
Information Department  
Ministry of Foreign Affairs  
Sri Ayudhya Road  
Bangkok 10400  
Thailand

**COPY**

Your Excellency,

**Re: AIBD/FES/UNESCO Seminar on: Broadcasting Regulation; Protecting Public Interest, Promoting Broadcasting Development**

Greetings from AIBD!

By now, you should have received my invitation of 18 March 2005. This is to confirm that the seminar on Broadcasting Regulations will be held from 19<sup>th</sup> to 21<sup>st</sup> September 2005 in Jakarta. A draft of the agenda is attached herewith.

As you may recognize, the development of broadcasting is to a large extent dependent on the regulations. The models adopted by different countries so far, vary widely. This seminar is intended to compare and contrast the different regulations and to see their impact on broadcasting. This will help your country to adapt to suit the needs. Besides the participants from the countries of Asia-Pacific, we would bring in some participants who can bring in the experiences from other regions of the world.

The seminar would be a great learning experience for both broadcasters and regulators alike. I would request you to make it possible for at least two participants from your country to participate to represent both the broadcaster and the regulator. (If there is no detailed regulatory mechanism yet in your country, we would also request you to invite a representative of your organization who could contribute to our deliberation in Jakarta.

There will be no registration fee for your colleagues to attend this seminar. In addition to this, the organizers will offer the seminar materials, coffee/tea and lunch for the period of the seminar. Much though we might wish, the budget available does not permit us to pay for the airfare or accommodation of the participants.

I look forward to receiving the names and designations of your participants and their travel itinerary by **end of June 2005**. And, with eagerness, I look forward to welcoming your delegation and your good self in Jakarta.

With warm regards and best wishes.

  
Javad Mottaghi  
Director, AIBD

Cc: Mr Dussadee Sinchirmsiri, Director-General, Public Relations  
Department, National Broadcasting Services of Thailand,  
Gen. Lertrit Wechsawan, Chairman, TV Pool of Thailand.

AIBD/FES/UNESCO Regional Seminar  
**Broadcasting Regulations:**  
Protecting the Public Interest, Promoting Broadcasting Development  
19-21 September, 2005, Jakarta

**Day 1 19 September, 2005**

**8:45 – 9:30 h Welcome and Keynote address**

**9.30-10.30h      Session 1: What is public interest? What are public values?**

- Discussion of various definitions and approaches. Who defines public interest, public values? Why and how?
- Are values a collective or an individual concept? What is the relation between individual values and public values?
- What is the relationship between public interest and market shares? How can viewer and listener shares represent the public interest?
- What turns a broadcaster into a PSB?
- How is public interest reflected in a public service broadcaster In terms of
  - *contents* (e.g. provision of certain share of news, educational and children's programmes, programmes in various languages, catering to minority viewers, rules on advertising...)
  - and *structure*, e.g. the criteria of public accountability has to apply, e.g. through a broadcasting commission representing civil society...
- Can or should private, commercial broadcasters be made to reflect a pre-defined public interest? If so, to what degree and in which ways?
- What defines a community broadcaster with regard to public interest?

Chair:

1<sup>st</sup> speaker: To Be Decided

2<sup>nd</sup> speaker: TBD

3<sup>rd</sup> speaker: TBD

*(Each speaker @ 10-12min leaving sufficient time for discussion)*

**11.00-12.30h      Session 2: Control, Regulation, Co-regulation**

- What works how or in which situations?
- Regulatory bodies: How can they be structured and to achieve what?
  - The nomination process of members: Civil society representation? How to avoid conflict of interest?
  - Independent or government bodies? How to achieve, yet again, independence and accountability of regulatory bodies?
  - Mandate and authority (term of licenses, technical requirements, contents regulation, monitoring compliance with license conditions, revoking or suspension of licenses...)
  - The organization of procedures
  - Financing the regulator
- Should public service broadcasters be licensed? If so, how should their license conditions differ considering their special mandate?

Chair:

1<sup>st</sup> speaker: TBD

2<sup>nd</sup> speaker: TBD

3<sup>rd</sup> speaker: TBD

**14.00-15.30h      Session 3: Public service broadcasting essentials: Editorial independence and public accountability - an uneasy relationship?**

- Discussion of different models of public accountability, citizens' control and participation (broadcasting commissions)
- Discussion of different models that aim to ensure editorial independence (e.g. procedures for appointing chief executive and editors, budget provisions, statutes, mechanisms to prevent interference...)
- Discussion of relationship between public accountability and editorial independence: How far does public accountability go? How to make sure that accountability does not lead to control?
- Relationship between funding and accountability: how to ensure that there are no strings attached to the purse?

Chair:

1<sup>st</sup> speaker: TBD

2<sup>nd</sup> speaker: TBD

3<sup>rd</sup> speaker: TBD

**16.00-17.30h      Session 4: What works best to ensure professionalism, yet protect media freedom?**

- Discussion of various models to ensure professional ethics in broadcasting and their pros and cons, e.g.
  - Voluntary, self-organized, and statutory media councils: Why are they often weak and ineffective? What would be needed to give them credibility and teeth?
  - Complaint mechanisms: What are the internal and external monitoring and evaluation mechanisms?
  - Charters, broadcasting statutes, standards: self-control and certification from independent agencies. Is self regulation the answer to the lacunae in regulation?
  - Civil and criminal law: How to ensure that the clauses on defamation, libel are not used to muzzle fair and free media? What is the relationship between media freedom and professional ethics?
- A comparison of media codes around the world...

Chair

1<sup>st</sup> speaker: TBD

2<sup>nd</sup> speaker: TBD

3<sup>rd</sup> speaker: TBD

## **Day 2 20 September 2005**

### **9.00-10.30h      Session 5: Country case studies**

- referring to the above thematic areas dealt with on day 1
- 20 minutes for each country, (3-4 x15min=60min), leaving 30 minutes for discussion

Chair:

- 1<sup>st</sup> speaker: Case study from ...
- 2<sup>nd</sup> speaker: Case study from ....
- 3<sup>rd</sup> speaker: Case study from ....

### **11.00-12.30h      Session 6: Country case studies**

- referring to the above thematic areas of day 1
- 20 minutes for each country, (3-4 x15min=60min), leaving 30 minutes for discussion

Chair:

- 1<sup>st</sup> speaker: Case study from ....
- 2<sup>nd</sup> speaker: Case study from ....
- 3<sup>rd</sup> speaker: Case study from ....

### **14.00-15.30h      Session 7: Country case studies**

Chair:

- 1<sup>st</sup> speaker: Case study from ....
- 2<sup>nd</sup> speaker: Case study from ....
- 3<sup>rd</sup> speaker: Case study from ....

### **16.00-17.30h      Session 8: Open interactive discussion with all participants on Regulatory matters**

There will be no speaker but a moderator for this session who moderates the discussion between the participants. Key themes for this discussion will be draw from the earlier discussions and presented to participants at the beginning of the seminar:

- Defining and protecting the public interest - development of guidelines and criteria
- Regulatory bodies - structures with regard to their effectiveness and efficiency
- Public accountability and editorial independence - public service broadcasting at its best.
- Promoting professional ethics - Ensuring broadcasting development

## **Day 3 21 September 2005**

### **9.00-10.30h      Session 9: Open interactive discussion with all participants on The Challenges ahead: Strengthening public service broadcasting**

There will be no speaker but a moderator for this session who moderates discussions on the floor.

- Discussion of key elements for strengthening public service broadcasting in an increasingly globalized, privatized and oligarchic broadcasting environment
- Does quality programming sell? The battle for market shares: An appeal for in-depth reporting, credibility and integrity

### **11.00-12.30h      Session 10: Reviewing the report of the Rapporteur**

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