



ก่านที่ทุก

บันทึกข้อความ

ส่วนราชการ...สำนักงานการประชาสัมพันธ์ต่างประเทศ...สงต. โทร. ๐-๒๖๑๘-๒๓๒๓ ต่อ ๑๗๑๐-๑๗๑๑

ที่...นร.๐๒๐๙.๐๓/ ๖๖๐๙๔...วันที่...๒...ตุลาคม ๒๕๖๒

เรื่อง...ขอเชิญส่งบุคลากรเข้าร่วมการประชุมเชิงปฏิบัติการระดับภูมิภาค เรื่อง “Regional Workshop on Highlighting Climate Challenges Through Broadcasting”

เรียน...ผอ.สทท. ผอ.สวท. ผอ.สนช. และ ผอ.สปช. ๑ - ๘

สถาบันพัฒนาการวิทยุ - โทรทัศน์แห่งเอเชีย - แปซิฟิก (Asia-Pacific Institute for Broadcasting Development: AIBD) ร่วมกับสหประชาชาติ (United Nations: UN) และสื่อสาธารณะแห่งมัลดีฟส์ (Public Service Media: PSM) จัดการประชุมเชิงปฏิบัติการระดับภูมิภาค เรื่อง “Regional Workshop on Highlighting Climate Challenges Through Broadcasting” การสะท้อนปัญหาการเปลี่ยนแปลงสภาพภูมิอากาศผ่านสื่อแพร่ภาพและกระจายเสียง ระหว่างวันที่ ๕ - ๗ พฤศจิกายน ๒๕๖๒ ณ กรุงมาเล สาธารณรัฐมัลดีฟส์ โดยมีวัตถุประสงค์เพื่อเพิ่มพูนทักษะความรู้เกี่ยวกับขั้นตอนการบริหารจัดการความเสี่ยงที่เกิดจากภัยพิบัติ และข้อมูลสำหรับผู้ปฏิบัติงานด้านสื่อจำเป็นต้องทราบเกี่ยวกับหลักพื้นฐานของการเปลี่ยนแปลงสภาพภูมิอากาศและผลกระทบที่เกิดจากภัยพิบัติ ตลอดจนการฝึกปฏิบัติเกี่ยวกับวิธีการสื่อสารข้อมูลและผลกระทบจากภัยพิบัติไปยังกลุ่มเป้าหมายอย่างมีประสิทธิภาพผ่านการรายงานข่าว ซึ่งสอดคล้องกับเป้าหมายหลักของ UN ด้านการจัดการกับการเปลี่ยนแปลงสภาพภูมิอากาศ

สพต. ขอเสนอเพื่อพิจารณา ดังนี้

๑. ขอให้ท่านเสนอชื่อบุคลากรที่มีคุณสมบัติเหมาะสม จำนวน ๑ คน เพื่อเข้าร่วมการประชุมเชิงปฏิบัติการดังกล่าวทั้งนี้ โดยจะต้องปฏิบัติหน้าที่เป็นผู้ผลิตข่าวหรือรายการวิทยุ โทรทัศน์ หรือสื่อออนไลน์ มีประสบการณ์ ๓ ปีขึ้นไป สามารถสื่อสารภาษาอังกฤษได้ดี

๒. ผู้ได้รับการคัดเลือกจะต้องนำชิ้นงานข่าว/รายการ ที่เกี่ยวกับการเปลี่ยนแปลงสภาพภูมิอากาศ ไปนำเสนอในระหว่างการฝึกอบรมพร้อมทั้งจะต้องผลิตข่าว/รายการ ที่มีเนื้อหาเกี่ยวกับสิ่งที่ได้เรียนรู้ในระหว่างไปทัศนศึกษา และนำไปออกอากาศในประเทศตนเอง ภายในวันที่ ๑๕ พฤศจิกายน ๒๕๖๒ จากนั้นรายงานผลต่อเจ้าภาพภายในวันที่ ๒๒ พฤศจิกายน ๒๕๖๒

ทั้งนี้ กรุณากรอรายละเอียดในใบสมัครแนบท้ายส่ง สพต. หมายเลขโทรสาร ๐ ๒๖๑๘ ๒๓๗๗ หรืออีเมล intercoop.prd@gmail.com ภายในวันที่ ๗ ตุลาคม ๒๕๖๒ เพื่อเสนอ อปส. คัดเลือกต่อไป โดยมีมอบหมายให้นางสาวพรพิรุณ หุ่นรอด นักประชาสัมพันธ์ชำนาญการ หมายเลขโทรศัพท์ ๐๙ ๙๖๕๒ ๓๘๑๖ เป็นผู้ประสานงาน

จึงเรียนมาเพื่อโปรดพิจารณา

(นางวันเพ็ญ อ้วนตัน)

ผอ.สปต.



Asia-Pacific Institute for Broadcasting Development

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R-367-MV-19

27 September 2019

Lt. Gen. Sansern Kaewkumnerd
Director-General
National Broadcasting Services of Thailand
(Government Public Relations Department)
9 Rama 6., Samsannai, Phayathai
9, soi Aree Samphan, Thanon Rama IV,
Bangkok 10400
THAILAND

Dear Lt.Gen. Kaewkumnerd,

**AIBD/UN/PSM REGIONAL WORKSHOP ON HIGHLIGHTING CLIMATE
CHANGE CHALLENGES THROUGH BROADCASTING,
5-7 November 2019, Male, Maldives**

1. The Asia-Pacific Institute for Broadcasting Development (AIBD), in collaboration with the United Nations (UN) and Public Service Media (PSM) is organising this regional workshop on **Highlighting Climate Change Challenges through Broadcasting** from **5 to 7 November, 2019** in Male, Maldives. We would like to request your organisation to nominate **one** candidate for the workshop.
2. The activity is designed for **Radio and TV broadcaster journalists and programmers**. 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.*
3. Nominations should be sent through your office to reach AIBD on or before **4 October 2019** and we would be most grateful for your assistance in maintaining the deadline. Enclosed herewith is the application form. We request you to ensure that all information requested for in the application form is duly provided. Kindly also enclose a copy of the nominee's passport.
4. Candidates nominated are expected to be in positions where they can usefully employ the knowledge and skills acquired during the activity.

5. Selected participants with the support of their organisations should produce and broadcast radio or television news/programmes on the **excursion activity to a conservation site of coral growth by 15 November 2019**. The broadcast shall be reported to AIBD by **18 November 2019**. AIBD will document the stories that were aired and report to UN and PSM by **22 November 2019**. Failing to meet the requirement, the organisers can exercise the right to request the participating organisation to **reimburse the costs of the 4-night accommodation in Male for its candidate**.
6. Successful candidates are also required to bring along with them news **items/programmes** aired by their respective channels to showcase **stories on climate change** as the United Nation wants to gauge the situations of these countries.
7. Places are offered strictly on a **first-come-first-served basis** provided all conditions and requirements are met. The responsibility for final selection is vested with AIBD.
8. To further motivate broadcast organisations to produce quality programmes on Climate Change, AIBD plans to include Climate Change topics in its annual World Television Awards and AIBD Radio and Television Awards for Best Radio and Television Programmes aired.
9. 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, airport transfer charges in their own country, excess baggage, handling charges, extended days of transit, unauthorised stopovers/changes to itinerary for their respective participants.
10. Please note that the organisers will not accept any responsibility for incidental expenses or compensation in case of sickness or accident during the period of the activity. The nominating organisation should ensure that the applicants are medically fit and that they carry medical and travel insurance covering the period of activity.
11. AIBD will notify your office as well as the successful applicant as soon as the selection is made. On receipt of such confirmation your organisation is expected to proceed with travel and other formalities (including insurance, passports, visas) for the applicant.
12. We look forward to receiving your nomination by **4 October 2019**.

Yours sincerely,



Philomena Gnanapragasam
Director AIBD



**AIBD/UN/PSM REGIONAL WORKSHOP ON
HIGHLIGHTING CLIMATE CHANGE CHALLENGES THROUGH BROADCASTING
5-7 November 2019
Male, Maldives**

PROJECT OUTLINE

Aims

The United Nations launched the 17 Sustainable Development Goals in September 2015. For different countries in the Asia-Pacific region to meet their commitments under the Paris Agreement of the United Nations Framework Convention on Climate Change, it will require a great deal of engagement with the public and other stakeholders via the media.

Given the tremendous importance of climate change as an issue of global consequences for this and the next generation, AIBD would like to pay particular attention to **Goal 13: Take urgent action to combat climate change and its impacts.**

In line with Goal 13, the workshop is to equip media practitioners and provide them with the essential information through effective communication on climate change and its disaster effects to ensure the public is both aware and active on this issue.

The media is an integral part of the disaster risk management process. Radio, television, social media and smart phones are among the fastest channels for the transmission of knowledge and information across wide areas. These means of sharing information can also reach a large number of people from different backgrounds and engage across a variety of sectors.

Objectives

- Give participants the basic understanding of all stages of disaster risk management and preparedness;
- Provide them the necessary information on the fundamentals of climate change and its regional effects;
- Provide relevant case studies highlighting the above; and

- Train participants on ways to communicate this information effectively to the wider public audiences through their reporting.

Content of the Workshop

Amongst the many topics this workshop will address, one is to explore ways to create a hybrid communication platform that can utilize traditional and social media, concepts of citizen's journalism using smart-phone and data generation that can be useful for public awareness and news dissemination. This workshop will also explore ways in which organisation can handle and disseminate information to the masses during a natural disaster crisis.

The following topics will be covered during the workshop

- The role of the media in emergency management - what role radio and television play and why they remain an essential part of an emergency management plan.
- The psychological impact of natural disasters on communities.
- Relief and Recovery - How radio and television are helping rebuild disaster affected communities.
- The power of social media – how radio and television are using social media effectively, especially during natural disasters:
- Emergency response management principles and concepts. Partners in emergency preparedness.
- Working with volunteer groups - The biggest need for volunteers occurs in the recovery period – in the weeks, months and often years following a natural disaster. What can media learn from not-for-profit organisations who have an important job to do when disaster strikes.
- Working with emergency services - Coordinated emergency response is vital following a natural disaster. Many emergency responders already anticipate what could happen and are well prepared. This session looks at their role and how media can help them.

Outcomes of the workshop

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

- Understand the constructive roles traditional & social media can play in a natural disaster;
- Develop and implement a broadcast plan for handling natural disasters;
- Train broadcasters and on-line content providers in covering natural disasters;
- Deliver essential information accurately, precisely and quickly; and
- Build stronger relationships with emergency services and the local community.

Profile of Participants

- TV & Radio News Editors, broadcast journalists, Radio Managers, programme directors, senior producers and on-line producers.
- 3 years of working experience in journalism from the news departments of broadcasting organizations.
- He/she should have experience in producing news items.
- Women journalists will be given preference.
- Ability to understand, speak and write in English fluently.



ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

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APPLICATION FOR PARTICIPATION IN PARTLY FUNDED ACTIVITY

**AIBD/UN/PSM
REGIONAL WORKSHOP ON HIGHLIGHTING CLIMATE CHANGE CHALLENGES
THROUGH BROADCASTING,
5-7 November 2019, Male, Maldives**

Please type or use capital letters for all entries.

APPLICANT'S NAME (Please underline family name)

DATE OF BIRTH

GENDER

- MALE / FEMALE

(Delete whichever is not applicable)

Please affix a
recent
Passport
photograph
here

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 Organisers:

- 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 air ticket, daily subsistence allowance, visa fee and any airport departure taxes or travel levies.
- 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: