



ด่วนที่สุด

บันทึกข้อความ

ส่วนราชการ สำนักการประชาสัมพันธ์ต่างประเทศ สท. โทร ๐ ๒๖๑๘ ๒๓๒๓ ต่อ ๑๗๑๐, ๑๗๑๑

ที่ นร ๐๒๐๙.๐๓/วส๑๔

วันที่ ๒๓ พฤศจิกายน ๒๕๖๔

เรื่อง ขอเชิญเข้าร่วมการเสวนาออนไลน์ เรื่อง “การปรับตัวของสื่อ: เพื่อประชาชน โลกและสันติภาพ (Media Reset: Serving the People, Planet and Peace)”

เรียน ผอ.สำนัก/กอง ผู้เชี่ยวชาญ หัวหน้าหน่วยงาน

สหภาพวิทยุและโทรทัศน์แห่งเอเชีย - แปซิฟิก (Asia-Pacific Broadcasting Union: ABU) กำหนดจัดเสวนาออนไลน์ เรื่อง “การปรับตัวของสื่อ: เพื่อประชาชน โลกและสันติภาพ (Media Reset: Serving the People, Planet and Peace)” ในวันที่ ๒๖ พฤศจิกายน ๒๕๖๔ เวลา ๑๓.๐๐ - ๑๕.๐๐ น. (ตามเวลาประเทศไทย) การเสวนาดังกล่าวเป็นส่วนหนึ่งของการประชุมใหญ่สามัญประจำปีของ ABU ครั้งที่ ๕๘ มีวัตถุประสงค์เพื่อแลกเปลี่ยนประสบการณ์ความรู้ในประเด็นบทบาทของสื่อสารมวลชนในปัจจุบัน ทั้งด้านวิทยุ โทรทัศน์ และสื่อใหม่ ในช่วงที่ภาวะวิกฤตโควิด-๑๙ ซึ่งสื่อจะต้องมีการเปลี่ยนแปลงทั้งในด้านการนำเทคโนโลยี มาใช้ในการสื่อสารมากขึ้น และการเฝ้าระวังข้อมูลข่าวสารที่บิดเบือน ข่าวลวง ตลอดจนข้อมูลด้านสุขภาพ ที่ไม่เป็นความจริง รวมทั้งการนำเสนอประเด็นการลดความเสี่ยงจากภัยธรรมชาติ รวมถึงมาตรฐานการทำงาน ของสื่อในภาวะวิกฤต

สท. ขอเชิญผู้สนใจเข้าร่วมการเสวนาออนไลน์ตามวันและเวลาดังกล่าว โดยกำหนดการและ การลงทะเบียน สามารถสแกน QR Code ตามที่แนบท้ายนี้ และกรุณาแจ้งชื่อและสังกัดมายัง สท. ทางอีเมล intercoop.prd@gmail.com ทั้งนี้ มอบหมายให้ นางสาวพรพิรุณ หุ่นรอด นักประชาสัมพันธ์ชำนาญการ ส่วนส่งเสริมงานประชาสัมพันธ์ต่างประเทศ สท. หมายเลขโทรศัพท์ ๐๙ ๙๖๕๒ ๗๘๑๖ เป็นผู้ประสานงาน

จึงเรียนมาเพื่อโปรดพิจารณา

(นางปรีห์กมล ธนอมศักดิ์ชัย)

ผอ.สท.

กำหนดการ



(<https://qrco.de/bcZqfs>)

ลงทะเบียน



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58TH ABU GENERAL ASSEMBLY & ASSOCIATED MEETINGS



ABU
VIRTUAL EVENTS
9 – 26 Nov 2021

MEDIA RESET:
SERVING THE PEOPLE,
PLANET AND PEACE

58th ABU GENERAL ASSEMBLY

24-26 November, 2021

MEDIA RESET: SERVING THE PEOPLE, PLANET AND PEACE

PLENARY SESSION 3

SUPER PANEL FORUM

MEDIA RESET: SERVING THE PEOPLE, PLANET AND PEACE

26th NOVEMBER, 2021

SESSION 1: 14:00 – 14:40 MYT (UTC/GMT + 8 hours): SERVING THE PEOPLE


SESSION 2: 14:45 – 15:25 MYT (UTC/GMT + 8 hours): SERVING THE PLANET

SESSION 3: 15:30 – 16:10 MYT (UTC/GMT + 8 hours): PROMOTING PEACE

PROGRAMME

14:00	INTRODUCTORY AND WELCOMING REMARKS: Dr Javad Mottaghi , ABU Secretary- General
14:05	SESSION 1: SERVING THE PEOPLE
	Moderator: Ms Nedra Weerasinghe , Group Director, Electronic Media Business Capital, Maharaja Group - Sri Lanka
	Panellists:
	Mr Craig McMurtrie , Editorial Director, ABC, Australia
	Mr Usui Hiro , Senior Expert of Media Strategy & Planning Office, TBS, Japan
	Mr Thepchai Yong , Senior Director for News of Thai PBS, Thailand
14:40	Summary: Mr Jun Ogawa , International Affairs Officer, BPO, Japan

INTRODUCTORY AND WELCOMING REMARKS

	<p>Dr Javad Mottaghi ABU Secretary- General</p> <p><i>Dr Javad Mottaghi has 40 years of managerial experience in media and broadcasting across technology, content production, news and sports. He has been leading ABU Secretariat since 2010 and had elevated the Union as a world industry player in innovation and nation - building through media. Dr Mottaghi has been closely working with all regional broadcasting unions in Europe, North America, Africa, and the Arab world. Before joining the ABU, Dr Mottaghi was Director of the Asia-Pacific Institute for Broadcasting Development for 12 years. In his previous senior positions, Dr Mottaghi served Iran's national broadcaster in various capacities in the field of sports, culture, news and production.</i></p>
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MODERATOR



Ms Nedra Weerasinghe
Group Director-Media Business
The Capital Maharaja Group, Sri Lanka

Nedra Weerasinghe is Group Director - Media Business, heading Sri Lanka's largest private Media Network, MTV & MBC Networks. She also heads Sri Lanka's single largest music rights management and distribution company of original content catalogs film production and distribution as well as Mobile Vision a disruptive video and audio service. She has been on the main board of the Capital Maharaja Group since 2006.

She is one of the most experienced Media Professionals in Sri Lanka & has been a Panelist and Speaker at many ABU Forums and GA's and a keynote speaker at the PMA Global conference in 2016. Most recently invited as a panelist at NBT Thailand's in-country workshop in June 2021.

Nedra holds a Master of Business Administration Degree from the University of Western Sydney Australia.

PANELLISTS



Mr Craig McMurtrie,
Editorial Director, ABC, Australia

Craig McMurtrie has spent three decades in senior reporting and management roles with the ABC.

Craig joined the ABC in 1992 as a Sydney based senior news and current affairs reporter and over the next 20 years filed for all ABC daily news and current affairs programs and outlets across radio, television and digital, as well as weekly shows Foreign Correspondent, Landline, Insiders and Correspondents Report.

Craig has been the deputy director of ABC News, Analysis & Investigations with oversight of network radio news, ABC NEWS digital, the ABC NEWS TV channel, the Asia Pacific newsroom, international bureaux, and the network newsroom.

In February 2019, Craig was appointed the editorial director of the ABC.



Mr Hirosuke Usui
Senior Expert of Media Strategy & Planning Office
Tokyo Broadcasting System Inc., Japan

Mr Hirosuke Usui has started his career as a television engineer of Tokyo Broadcasting System, Inc. since 1986. He experienced number of careers as of Event Project Development, Program Production, Overseas Program Sales. In 2004-2008, he was in charge of VP of TBS International in New York.

He has deepened his digital experiences through his career as Director of Digital Content Production Department since 2008. He served as an advisory board member of "Adtech Tokyo" bet 2009 and 2013.

He had been Vice president of President's Office in 2012 and a Director of International Affairs till 2017.

He has been assigned to the current position since July 2017. Awarded Japan ITU Award in 2021 for his contribution to the industry. His current agenda is redefining of eco-system of media in this ever-changing media environment.

	<div>  </div> <div> <p>Mr Thepchai Yong Senior Director for News of Thai PBS, Thailand</p> <p>Mr Thepchai Yong was the first managing director of the Thai Public Broadcasting Service (Thai PBS) between 2008-2012. In his 30 years in the media, Thepchai has held several key editorial positions, including news director of ITV, Thailand's first independent broadcaster between 1996-2000, and most recently group editor-in-chief of the Nation Multi-media Group which published The Nation. He was recipient of the Press Freedom Award from the New York-based Committee to Protect Journalists in 1992 and the Media Leadership Award from the US-based Internews in 2009. He is currently Senior Director for News of Thai PBS.</p> </div>
SUMMARY	
14:40	<div>  </div> <div> <p>Mr Jun Ogawa Secretariat, International Affairs Officer, BPO Japan (Broadcasting Ethics & Program Improvement Organization)</p> <p>Jun Ogawa started his career as a news reporter by joining TBS in 1979. He covered major news events such as Nelson Mandela's release, the Berlin Wall, the Iraqi Crisis and many other international news. He also was posted as Bureau Chief in Johannesburg and Washington DC. Then he became as the International Relations Director, participating regularly in the ABU activities for many years. Before retirement from TBS in 2017, he was dispatched to BPO, independent broadcasting watch dog, as a secretariat. With his rich international experiences, this April, he became newly created International Affairs Officer at BPO.</p> </div>
14:45	SESSION 2: SERVING THE PLANET
	<p>Moderator: Mr Russell Isaac, Media Consultant - United Kingdom</p> <p>Panellists:</p> <p>Ms Mami Mizutori, Special Representative of the UN Secretary-General for Disaster Risk Reduction, UN Office for Disaster Risk Reduction (UNDRR), Switzerland</p> <p>Mr Koike Hideo, Senior Director, the executive board member of NHK, Japan</p> <p>Mr Iman Brotoseno, TVRI President Director, Indonesia</p>
15:25	<p>Summary: Dr Javad Mottaghi, ABU Secretary- General</p>
MODERATOR	
	<div>  </div> <div> <p>Mr Russell Isaac Media Consultant, United Kingdom</p> <p>From an academic background in Social Science, Russell became a TV and Radio broadcaster in news and current affairs working for ITV, S4C and the BBC reporting, presenting and producing from conflict and disaster zones across the world. For 20 years he was leading several independent production companies and was also a senior training consultant for the Thomson Foundation. He is currently developing for the UNDRR a training curriculum for journalist to cover climate change and DRR. As a Development Consultant with United Purpose (a UK based International Charity that reaches over 4 million people in 19 countries), he recently develops a project in Kenya increasing girls' empowerment through football as part of the advancement of the United Nation Sustainable Development Goals.</p> </div>

PANELLISTS



Ms Mami Mizutori
Special Representative of the UN Secretary-General for Disaster Risk Reduction, UN Office for Disaster Risk Reduction (UNDRR), Switzerland

Mami Mizutori is the Special Representative of the United Nations Secretary-General (SRSG) for Disaster Risk Reduction, and head of the United Nations Office for Disaster Risk Reduction, based in Geneva, Switzerland. SRSG's role is to support countries and stakeholders in the implementation of the Sendai Framework for Disaster Risk Reduction (2015-2030).

Ms Mizutori served for twenty-seven years in various capacities in the Japanese Ministry of Foreign Affairs. Prior to joining the UN, Ms. Mizutori was Executive Director of the Sainsbury Institute for the Study of Japanese Arts and Cultures, University of East Anglia, UK, since 2011.

Ms Mizutori graduated in law from Hitotsubashi University, Tokyo and obtained a Diploma in International Studies from the Diplomatic School of Spain. A Japanese national, Ms. Mizutori speaks Japanese, English and Spanish.



Mr Koike Hideo
Senior Director
the Executive Board Member of NHK, Japan

Koike Hideo joined Japan Broadcasting Corporation (NHK) in 1985. He began his career as a news reporter at NHK Tottori Broadcast Station.

After transferring to Tokyo Headquarters in 1990, he covered numerous political events, including the G8 Summit in 2004, accompanying the Prime Minister to high-level talks with world leaders. That same year, he covered the Japan-North Korea Summit Meeting in Pyongyang. In 2011, he oversaw coverage of the Great East Japan Earthquake for NHK News 7 as Editor in Chief. He became Director of the News Department in 2017.

In 2020, he joined the executive board as Senior Director in charge of NHK's entire news operation and also the company's international broadcasting service, NHK WORLD-JAPAN.



Mr Iman Brotoseno
TVRI President, Indonesia

Iman Brotoseno took office as President Director of Indonesian National Public Broadcaster Televisi Republik Indonesia (LPP TVRI) in May 2020. Iman is well known as a film director, he started his journey in the industry since 1998, and to date, he has directed more than 1000 creative pieces covering TV commercials, documentaries and music videos.

When he is not directing, Iman is a passionate diver and established underwater photographer. He was one of prominent bloggers in Indonesia. He is also one of key opinion leader in Indonesia digital community, helping clients to utilize social media and digital communication to achieve their desired objectives.

On top of taking the role as Film Director at the company, Iman is also in charge in determining creative aspects based on the specified communications strategy.

15:30	SESSION 3: PROMOTING PEACE
	Moderator: Dr Savyasaachi Jain , Senior Lecturer, Journalism and Documentary / Cardiff University, School of Journalism, Media and Culture, United Kingdom
	Dr Chandra Muzaffar , President of the International Movement for a Just World (JUST), Malaysia
	Mr Aidan White , President and Founder of the Ethical Journalism Network, a long-term journalist and media support activist, United Kingdom
	Mr Abdel Bari Atwan , Editor-in-chief, Raialyoum Electronic Independent Newspaper, United Kingdom
16.10	CLOSING REMARKS - Dr Javad Mottaghi , ABU Secretary- General
MODERATOR	
	<div>  <p>Dr Savyasaachi Jain Senior Lecturer Journalism and Documentary, School of Journalism, Media and Culture, United Kingdom</p> <p><i>Dr Savyasaachi Jain teaches journalism and documentary at Cardiff University's School of Journalism, Media and Culture (JOMEC). An academic with more than two decades of practitioner experience across newspapers, television current affairs and documentary, he combines theoretical and academic inputs with practical insights to promote quality journalism and documentary in contemporary contexts. His research interests encompass international journalism, global media systems, the political context of journalism, and journalistic practices and standards. As a consultant to international and UN organisations, he has trained journalists and programme makers across Asia, the Middle East and Africa in the coverage of politics, elections, terrorism, conflict, migration, the environment and health.</i></p> </div>
PANELLISTS	
	<div>  <p>Dr Chandra Muzaffar President of the International Movement for a Just World (JUST), Malaysia</p> <p><i>Dr. Chandra Muzaffar is the President of the International Movement for a Just World (JUST), an international NGO based in Malaysia, which seeks to critique global injustice and to develop an alternative vision of a just and compassionate civilisation guided by universal spiritual and moral values. In 1977, he founded a multi-ethnic social reform group called Aliran Kesedaran Negara (ALIRAN) which he led for 14 years. Today, apart from his role in JUST, Chandra sits on the board of a number of international NGOs concerned with social justice and civilizational dialogue. Chandra travels abroad frequently, giving lectures and speaking at seminars and conferences. He is also a regular speaker at meetings at home in Malaysia. Chandra is the recipient of a number of international awards related to his scholarship and social activism. Chandra is married to Mariam Mohd Hashim and they have two daughters.</i></p> </div>

	<p style="text-align: center;">Mr Aidan White President and Founder of the Ethical Journalism Network a long-term journalist and media support activist United Kingdom</p>  <p>Mr Aidan White is a long-term journalist and media support activist. He has worked for The Guardian and the Financial Times and is the President and Founder of the Ethical Journalism Network which he founded in 2012. For 24 years he was the General Secretary of the International Federation of Journalists and in 2003 he founded the International News Safety Institute.</p> <p>He is a member of the International Commission for Media and Democracy and is currently an advisor to the Fetisov Journalism Awards, the world's richest journalism prize. He has written extensively on media, journalism and human rights and is the author of <i>To Tell You the Truth</i>, on the role of ethics in the work of journalists and news media.</p>
	<p style="text-align: center;">Mr Abdel Bari Atwan Editor-in-chief, Raialyoum Electronic Independent Newspaper United Kingdom</p>  <p>Mr Abdel Bari Atwan is the chief in Editor of Raialyoum Independent Newspaper (2013 to date) He has been the editor of London-based 'al-Quds al-Arabi', an independent, pan-Arab daily newspaper since 1989. He is the author of 'The Secret History of al-Qa'ida', 'A Country of Words', his memoir, and a new book, published on 3 October 2012, 'After bin Laden: al-Qa'ida, the Next Generation' and the last book was <i>Islamic State the digital caliphate</i>.</p> <p>He is a regular contributor to a number of UK, US, Middle Eastern and Turkish publications including 'The Guardian', 'The Scottish Herald', 'Gulf News' and 'Star Gazet'.</p> <p>Atwan also lectures worldwide and contributes to international conferences on a regular basis.</p> <p>He was born in Gaza, Palestine and has lived in London since 1979.</p>
16.05	CLOSING REMARKS
16:10	CLOSE