



# สำเนา

## บันทึกข้อความ

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

ที่ นร 0209.03/ 31846

วันที่ 15 มิถุนายน 2550

เรื่อง การประชุมเชิงปฏิบัติการระดับภูมิภาคของ AIBD เรื่อง "Violence on the Screen and Children's Right"

เรียน ผอ.สทท. 11 และ ผอ.สปช. 1-8

AIBD ร่วมกับ รัฐบาลสวีเดนกำหนดจัดการประชุมเชิงปฏิบัติการระดับภูมิภาค เรื่อง "Violence on the Screen and Children's Rights" ระหว่างวันที่ 29 ตุลาคม – 2 พฤศจิกายน 2550 ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย การประชุมนี้มีวัตถุประสงค์เพื่อต่อต้านความรุนแรงในสื่อโทรทัศน์ และกระตุ้นสื่อโทรทัศน์ให้ผลิตรายการที่สร้างสรรค์สังคม เพื่อปกป้องเด็กจากรายการที่มีเนื้อหารุนแรง รวมทั้ง ผนึกพลังให้เกิดความเคารพต่อสิทธิเด็กให้มากขึ้นด้วย

AIBD เชิญ กปส. ส่งผู้ผลิตรายการ เข้าร่วมประชุม จำนวน 1 คน โดย AIBD จะสนับสนุน ค่าเบี้ยเลี้ยง ค่าโดยสารเครื่องบินไป-กลับ กรุงเทพฯ-กัวลาลัมเปอร์-กรุงเทพฯ ชั้นประหยัด ค่าที่พัก ค่าเดินทางในต่างประเทศ รวมทั้งวัสดุอุปกรณ์สำหรับการประชุม สำหรับค่าใช้จ่ายอื่นๆ นอกจากที่ระบุข้างต้น ผู้แทนจะต้องเบิกจ่ายจาก หน่วยงานต้นสังกัด (รายละเอียดตามเอกสารแนบ)

ในการนี้ สปต. ขอให้ หน่วยงานที่เกี่ยวข้อง เสนอชื่อผู้แทนเข้าร่วมประชุม โดยจะต้องเป็นผู้ผลิตรายการ โทรทัศน์ อายุไม่ควรเกิน 40 ปี มีประสบการณ์การในการผลิตรายการเด็กไม่น้อยกว่า 5-7 ปี และมีความรู้ภาษาอังกฤษเป็นอย่างดี โดยขอให้เสนอชื่อพร้อมกรอกแบบฟอร์มใบสมัคร ส่งไปยัง สปต. ภายในวันที่ 20 กรกฎาคม 2550 เพื่อนำเสนอ อปส. พิจารณาคัดเลือกต่อไป

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จะขอบคุณยิ่ง

(นางลดาวัลย์ บัวเอี่ยม)

ผอ.สปต.

ประมาณการค่าใช้จ่ายในการเดินทางเข้าร่วมประชุมเชิงปฏิบัติการระดับภูมิภาคเรื่อง  
"Violence on the Screen and Children's Rights" ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย  
ระหว่างวันที่ 28 ตุลาคม – 3 พฤศจิกายน 2550 (รวมวันเดินทางไป-กลับ)

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1. ค่าจัดทำ/ต่ออายุหนังสือเดินทาง	เป็นเงิน	1,000 บาท
2. ค่าพาหนะระหว่างบ้านพัก-สนามบิน-บ้านพัก	เป็นเงิน	1,000 บาท
	รวมเป็นเงิน	2,000 บาท

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หมายเหตุ : ผู้แทนที่เดินทางจากภูมิภาคต้องเพิ่มค่าเดินทางจากภูมิภาคมายัง กรุงเทพฯ ด้วย



# ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

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

Your Ref:

Our Ref:

R233MY97

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

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

4 April 2007

Mr Pramoj Rathavinij  
Director-General  
(Public Relations Department)  
National Broadcasting Services of Thailand  
No. 9, Rama VI Road, Phayathai  
Bangkok 10400  
Thailand

**COPY**

Dear Mr Pramoj Rathavinij,

**AIBD/Government of Switzerland collaborated  
“ Regional Workshop on Violence on the Screen and Children’s Rights”  
29 October to 02 November 2007Kuala Lumpur, Malaysia**

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1. The Asia-Pacific Institute for Broadcasting Development (AIBD) in collaboration with the Government of Switzerland is organizing this regional workshop as part of its development assistance to members. We would be most grateful for your assistance in channeling the offer to the appropriate Ministry / Broadcasting organization with the request for appropriate nominations.

We seek your co-operation to process nominations speedily.

2. The nominations should be sent through your office to reach AIBD **on or before Friday, 24 August 2007** once the required formalities have been completed and we would be most grateful for your assistance in maintaining the deadline.
3. **The workshop is intended for Executive Producers and/or producers with at least 5-7 years experience in children’s programming. Preference will be given to those who are currently involved in producing children’s programmes and /or reporting on children’s issues.** Upper age limit is 40 years.
4. **Enclosed herewith is the Application Form and the Workshop Information stipulating the profile of the participants.** Please ensure to submit the duly filled applications through your office to AIBD **on or before Friday, 24 August 2007**. Failure to nominate by the stipulated deadline will result in the offer being automatically withdrawn.

1142 dated 24 Apr 07

...2/-

5. The organizers offer **ONE** fellowship to **Thailand** on a fully funded basis. The nominating organization 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.
6. The organizers will provide an economy return air ticket, accommodation, daily subsistence allowance, materials and facilities for the workshop.
7. Please note that organizers 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. Candidates or their organizations are advised to take adequate measures to cover against this.
8. 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.
9. Candidates must be certified as physically fit and be able to cope fully with all stressful activities/situations connected with training.
10. Applications routed through your office should reach AIBD, the latest by **Friday, 24 August 2007**. 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.
11. Please note that responsibility for the final selection is vested in AIBD.
12. 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 (including passports, visas).

We look forward to receive your nomination by **Friday, 24 August 2007**.

We take this opportunity to thank the Government of Switzerland for making this workshop possible for the AIBD member countries.

Yours sincerely,



JAVAD MOTTAGHI  
Director AIBD

Cc: Ms Wanna Vuthiaporn, Director, International Cooperation Div. Foreign Office  
and AIBD Liaison Officer, NBT.  
H.E. Mr Oum Maolanon, Ambassador, Royal Thai Embassy, Kuala Lumpur.

**AIBD /Government of Switzerland Regional Workshop on  
Violence on the Screen and Children's Rights  
29 October – 02 November 2007  
Kuala Lumpur, Malaysia**

**WORKSHOP INFORMATION**

**Aims**

A training workshop to conceptualise content that conveys clear messages that counter the influence of violence on the screen and to encourage television broadcasters to produce programmes that creates public awareness on the need for protecting children from harmful programme content as enshrined in the Convention on the Rights of the Child.

**Objectives**

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

- acquire knowledge on the relevant articles of the Convention on the Rights of the child and its implications in relation to violent content in children's programmes,
- examine available research on fiction and real violence and its impact on children's television programmes,
- differentiate fiction from real violence and its impact on children as the audience.
- determine concepts on how best the contents of the CRC can be incorporated into producing programmes that counter the influence of violence with clear messages to create an awareness among the audience for the need for survival, education, protection of children in accordance with the Convention on the Rights of the Child,
- encourage television broadcasters to produce programmes that creates public awareness and understanding on the need for protecting children from harmful programme content on the screen.

## Content

The content covered during the one week workshop is as follows:

- children's rights to freedom of expression,
- impact of violent content on children
- identify types of programmes that are considered violent yet, popular among the children,
- determine how best the contents of the CRC can be incorporated into producing programmes that counter the influence of violence,
- preview and analysis of various television programmes,
- examine how to conceptualise clear messages to create awareness among the audience for the need for survival, education, protection of children in accordance with the Convention on the Rights of the Child.
- identify formats and types of programmes that creates public awareness on the need for protecting children from harmful programmes on the screen.

## Profile of the Participants

- Executive Producers and/or producers with at least 5-7 years experience in children's programming .
- Preference will be given to those who are currently involved in producing children's programmes and /or reporting on children's issues.
- Upper age limit is 40 years.

Once the participant is confirmed to attend the workshop he or she should be prepare in advance for the following to be brought along with him/her to the workshop:

- Make a 10 minute presentation as to the background, the programmes that he/she is involved in, reasons for choosing to work with children's television & what is expected to be achieve from this workshop.
- The presentation should include a video clip of a local children's programme produced by him/her and/or telecast by the organisation.
- If the video programme is in the local language a brief synopsis of the programme should be brought along in English / or programmes should be subtitled in English. The video programmes and or programme clips should be on VHS / DVD format.

## Closing date for Applications

Applications should reach the Asia-Pacific Institute for Broadcasting Development (AIBD) at the following address on or before the closing date of **Friday, 24 August 2007.**

Director  
Asia-Pacific Institute for Broadcasting Development,  
PO Box. 1137, Pantai, 59700, Kuala Lumpur,  
Malaysia  
Fax: +60-3-2282-2761



**ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT**

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

Phone : 603-22823719/22824618/22821046 Fax : 603-22822761

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

**APPLICATION FOR PARTICIPATION IN FULLY FUNDED ACTIVITY**

**AIBD/Government of Switzerland Regional Workshop on  
Violence on the Screen and Children's Rights  
29 October – 02 November 2007  
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**

- 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:
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**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 training activities offered by the Asia-Pacific Institute for Broadcasting Development (AIBD).

**Obligations of AIBD:**

- Return air ticket to the location of the training activity.
- Payment of daily subsistence allowance (DSA) to the participant directly.
- 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).
- 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, selection of participant etc.) in travelling to and from the activity.
- 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: .....