



วัฒนธรรม  
วัฒนธรรมที่สูงสุด

# สำเนา บันทึกข้อความ

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

ที่ นร 0209.03/ว ๘๗๖ วันที่ 21 มิถุนายน 2550

เรื่อง การประชุมเชิงปฏิบัติการ เรื่อง "Targeting Youth Audiences"

เรียน ผอ.สรท., ผอ.สทท. และ ผอ.สปช.1-8

AIBD ร่วมกับ DW-Akademic, Deutsche Welle of Germany กำหนดจัดการประชุมเชิงปฏิบัติการ เรื่อง "Targeting Youth Audiences" ระหว่างวันที่ 30 สิงหาคม – 1 กันยายน 2550 ณ กรุงบอนน์ สหพันธ์สาธารณรัฐเยอรมนี การประชุมเชิงปฏิบัติการดังกล่าวจัดขึ้นโดยมีวัตถุประสงค์ เพื่อให้ผู้เข้าร่วมการประชุมสามารถพัฒนาโครงสร้างรายการให้เหมาะสมกับกลุ่มเป้าหมายซึ่งเป็นวัยรุ่นหนุ่มสาว สามารถใช้ประโยชน์จากการวางแผนที่มีประสิทธิภาพและเทคนิคการบริหาร

AIBD เชิญ กปส. ส่งผู้แทนเพื่อสมัครเข้าร่วมการประชุมเชิงปฏิบัติการดังกล่าว จำนวน 1 คน ซึ่ง กปส. จะต้องรับผิดชอบค่าบัตรโดยสารเครื่องบิน ค่าเบี้ยเลี้ยง ค่าที่พัก ค่าพาหนะเดินทางในต่างประเทศ และค่าใช้จ่ายอื่น ๆ ของผู้เข้าร่วมประชุม เป็นเงินประมาณ 128,600 บาท (รายละเอียดดังแนบท้าย) โดย AIBD จะสนับสนุนค่าอาหารกลางวัน อาหารว่างและวัสดุอุปกรณ์การประชุม

อนึ่ง หลังจากการประชุมเชิงปฏิบัติการนี้แล้ว AIBD ร่วมกับ DW ยังได้จัดการประชุม Asia-Pacific and Europe Media Dialogue 2007 ณ กรุงบอนน์ ระหว่างวันที่ 3-5 กันยายน 2550 ซึ่ง AIBD ยินดีเชิญผู้เข้าร่วมการประชุมเชิงปฏิบัติการดังกล่าวเข้าร่วมการประชุมรายการหลังด้วย

ในการนี้ สปต. ขอให้ สรท. สทท. และ สปช.1-8 พิจารณาเสนอผู้แทนเข้าร่วมการประชุมเชิงปฏิบัติการฯ จะต้องเป็น ผอ. สถานีหรือหัวหน้าฝ่ายรายการและต้องมีความรู้ภาษาอังกฤษเป็นอย่างดี โดยเบิกค่าใช้จ่ายในการเดินทางจาก สำนัก/กอง ต้นสังกัด ทั้งนี้ขอให้เสนอชื่อพร้อมประวัติการทำงาน และกรอกรายละเอียดในแบบฟอร์มใบสมัครให้ครบถ้วน ส่งไปยัง สปต. ภายในวันที่ 25 มิถุนายน 2550 เพื่อเสนอ อปส. พิจารณาอนุมัติต่อไป

จึงเรียนมาเพื่อโปรดพิจารณา

(นายบุญยฤทธิ์ แผลมหลวง)

ร.ผอ.สปต.

ร่างทาน ปริญา

พิมพ์ สุชาดา 20/06/50

ตรวจ วนิดา

๐๕  
ม.มิ.๖๕๐

ประมาณการค่าใช้จ่าย  
การเดินทางไปร่วมการประชุมเชิงปฏิบัติการ  
เรื่อง Targeting Youth Audiences  
ระหว่างวันที่ 29 สิงหาคม-3 กันยายน 2550 (รวมวันเดินทางไป-กลับ)  
ณ กรุงเทพมหานคร สหพันธ์สาธารณรัฐเยอรมนี

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1. ค่าโดยสารเครื่องบินชั้นประหยัด กรุงเทพฯ-แฟรงค์เฟิร์ต-โคโลญน์	65,000 บาท
2. ค่าใช้จ่ายการเดินทางในประเทศของต่างประเทศ	10,000 บาท
3. ค่าเบี้ยเลี้ยง (2,100 บาท x 6 วัน)	12,600 บาท
4. ค่าพาหนะไป-กลับ ระหว่างบ้านพัก-สนามบินสุวรรณภูมิ	1,000 บาท
5. ค่าที่พัก (7,500 x 4 วัน)	30,000 บาท
6. ค่าเครื่องแต่งตัว	<u>9,000</u> บาท
7. ค่าธรรมเนียมทำหนังสือเดินทาง	1,000 บาท
รวมเป็นเงินทั้งสิ้น	<u>128,600</u> บาท

- หมายเหตุ**
- หากประสงค์อยู่ร่วมประชุม Asia-Pacific and Europe Media Dialogue ในวันที่ 3-5 กันยายน 2550 จะต้องเพิ่มค่าใช้จ่าย ดังนี้
    - ค่าที่พัก 30,000 บาท
    - ค่าเบี้ยเลี้ยง 10,500 บาท
  - หากต้นสังกัดมีงบประมาณจำกัด อาจงดเบิกค่าเครื่องแต่งตัว



# ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

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

Your Ref:

Our Ref:

Phone : (03) 22823719 / 22824618 / 22827192

Fax : (03) 22822761

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

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

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

4 June 2007

Mr. Pramoj Rathavini  
Director-General, The Gov't. Public Relations Department  
National Broadcasting Services of Thailand (NBT)  
9 Soi Areesampan, Rama VI Rd  
Phayathai, Bangkok 10400  
THAILAND

Dear Mr. Pramoj Rathavini,

**Workshop on Targeting Youth Audiences organized by Deutsche Welle, DW-Akademie / AIBD in Bonn, Germany from August 30 to September 1, 2007**

The AIBD in co-operation with and full support of DW-Akademie, Deutsche Welle of Germany is organizing this workshop as part of its development assistance to members. We would be most grateful for your assistance in channeling the offer to the appropriate department of your broadcasting station with the request for suitable nominations.

The Workshop Information paper and application forms are enclosed herewith as follows:

- Project Outline (1 page)
- Application Rules (1 page)
- Application Form (4 pages)
- Employer's Declaration Form (1 page)

The workshop aims to enable the participants to develop target-oriented programme structures, to make effective use of planning, organisational and management techniques and to position youth oriented channels and offerings by exploiting the potentials of new media platforms.

AIBD has allocated 20 places for participants of its member countries. The course is designed for decision makers, station managers and programme chiefs.

**We solicit your co-operation for speedy processing of nominations.**

1. The nominations with duly filled and signed application forms should be returned to AIBD before **Friday, 29<sup>th</sup> June 2007.**

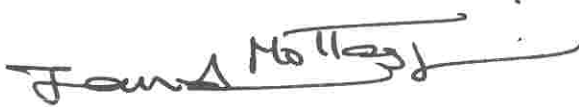
This offer closes on Friday, 29<sup>th</sup> June 2007 and we would be most grateful for your assistance in maintaining the deadline. Selection of candidates will be based on information provided in the application form. It is, therefore, necessary that these forms reach us by the stated deadline.

2. Please note that we expect to receive more applications than we can accommodate in this workshop and will select the candidates who best suit the aims and content of this course. Therefore, we cannot approve the participation of any of your nominees at present. **Places are offered strictly on merit and provided all conditions and requirements are met.** The responsibility for final selection is vested in AIBD.
3. We wish to highlight that this offer is for a **self-funded** participant. As such, the organizers will conduct the workshop and provide all necessary workshop materials and handouts free of charge. The nominating organization is invited to nominate one candidate.
4. **Nominating organizations will meet the cost** of a return air ticket to Bonn, Germany, local transportation charges (from and to the airport), Hotel accommodation, daily subsistence allowance, excess baggage, handling charges, extended days of transit, unauthorized stopovers/charges to itinerary for their respective participants.
5. Candidates nominated are expected to be in positions where they can usefully utilise the knowledge and skills acquired during the activity or they should be able to return to positions where they can do so.
6. As the language of instruction of this workshop is English, candidates should have **fluency in the English language**, written as well as spoken.
7. AIBD will notify your office and 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.).
8. Candidates must be certified as physically fit and able to cope fully with all stressful activities/situations connected with their training.

9. 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.

We look forward to receiving your nomination by **Friday, 29<sup>th</sup> June 2007.**

Yours sincerely,



Javad Mottaghi  
Director, AIBD

- Cc. H.E. Chaisiri Anamarn, Ambassador, Royal Thai Embassy, KL  
✓ Ms Wanna Vuthiaporn, Director, International Cooperation Div.  
Foreign Office and AIBD Liaison Officer, NBT.



## Employer's Declaration

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**To be completed by the employer/superior**

(Please use typewriter or block letters)

Project No.: **DAS7M35**  
Title: **Targeting Youth Audiences –  
Pre-conference workshop, Asia-Pacific-Europe  
Media Dialogue**  
Date: **August 30 to September 1, 2007**  
Place: **Bonn, Germany**  
Application deadline: **June 29, 2007**

**Applicant's name:** \_\_\_\_\_

**Applicant's department:** \_\_\_\_\_

**Applicant's position:** \_\_\_\_\_

If the applicant is confirmed for participation, the nominating agency agrees to accept the following conditions:

- It will bear the cost of return air ticket to Bonn, Germany, local transportation charges (from and to the airport), Hotel accommodation, daily subsistence allowance, excess baggage handling charges of its candidate(s) and will make the corresponding travel arrangements and transmit the relevant data (time of arrival etc.) by July 31, 2007.
- The applicant will receive leave of absence with full pay for the duration of the course.
- The sponsor reserves the right to drop a participant from the course, should he/she, for any reason, be unable to keep up with the work.
- After returning home, the applicant will be given duties enabling him/her to implement the knowledge/skills gained in the above training course.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

\_\_\_\_\_  
Date

\_\_\_\_\_  
Stamp and signature



## **Project Outline**

**DAS7M35**

<b>Project Title</b>	<b>Targeting Youth Audiences –Pre-conference Workshop, Asia-Pacific and Europe Media Dialogue 2007</b>
<b>Project Dates</b>	August 30 to September 1, 2007
<b>Location</b>	Bonn, Germany
<b>Language</b>	English
<b>Organiser</b>	DEUTSCHE WELLE-AKADEMIE, Bonn, Germany together with Asia-Pacific Institute for Broadcasting Development (AIBD), Kuala Lumpur, Malaysia
<b>Countries</b>	Participants from Asia-Pacific
<b>Participants</b>	The workshop is designed for programme chiefs and station managers of community, independent and national broadcasters which already run specialised youth channels, target youth audiences or prepare to do so in the near future. After the workshop, the participants will have the opportunity to attend the "Asia-Pacific and Europe Media Dialogue" conference which will be jointly organised by AIBD and DEUTSCHE WELLE in Bonn from 3 to 5 September, 2007.
<b>Project Aims</b>	The course will enable the participants to <ul style="list-style-type: none"><li>- develop target-oriented programme structures,</li><li>- make effective use of planning, organisational and management techniques,</li><li>- position youth oriented channels and offerings by exploiting the potentials of new media platforms.</li></ul>
<b>Project Contents</b>	<ul style="list-style-type: none"><li>- Media consumption of young people</li><li>- Research-based programme planning</li><li>- Participatory and interactive formats and channels</li><li>- Cross-media offerings and platforms</li></ul>
<b>Methods</b>	Lectures, discussions, demonstrations, group work.
<b>Project Manager</b>	Dr. Helmut Osang



## Application Rules

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**Workshop on "Targeting Youth Audiences" in Bonn, Germany, 30 August to 1 September, 2007, prior to Asia-Pacific-Europe Media Dialogue**

Applications will only be considered if the completed **Application Form** and **Employer's Declaration** are returned to us before the application deadline.

The **Application Form** must be signed by the applicant.

The **Employer's Declaration** must be signed by the applicant's employer or superior.

In order to evaluate the candidates' qualifications and professional background, we ask that the attached questionnaires be filled out in detail.

Criteria for the selection of suitable candidates will be based on:

- professional qualification
- job experience
- educational background
- workshop's relevance for the candidate's daily work
- command of English

Please be advised that the age limit for this course is 45 years. Exceptions may be made if the station management explains why an older candidate should be considered.

All applications will be reviewed thoroughly. The candidates who in the light of the above-mentioned criteria best suit the workshop's content and objectives will be selected for participation. Please note that we cannot inform you prior to the conclusion of the selection procedure whether your station's candidate will be chosen.

Only those applications which are returned to us by **June 29, 2007** by fax or mail will be considered. Should you decide to send your application by fax, please make sure that we receive the original application documents as well. If you are intending to apply but have difficulties to meet the deadline, please contact us by fax, phone or e-mail before the deadline expires.

The complete set of application documents includes:

- Project Outline (1 page).
- Application Rules outlined above (1 page)
- Application Form (4 pages)
- Employer's Declaration Form (1 page)



## Application Form

**To be completed by the applicant**

(Please use typewriter or block letters)

Project No.: **DAS7M35**  
Title: **Targeting Youth Audiences –  
Pre-conference workshop, Asia-Pacific-Europe  
Media Dialogue**  
Date: **August 30 to September 1, 2007**  
Place: **Bonn, Germany**  
Application deadline: **June 29, 2007**

Photo

(Please state your name as it appears in official documents)

Surname \_\_\_\_\_ male

First name \_\_\_\_\_ female

Date of birth \_\_\_\_\_ Marital status \_\_\_\_\_

Nationality \_\_\_\_\_ Religion \_\_\_\_\_

**Full office address**, to which any further mail should be sent (incl. phone, fax, e-mail)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Applicant's department** \_\_\_\_\_

**Applicant's position** \_\_\_\_\_

**Job description** (please give some details)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Knowledge of foreign languages** (very good = 1, good = 2, average = 3)

Language	Understanding	Speaking	Writing

**School education**

Years of school education	
Final school certificate	
Obtained when?	

**Professional training/studies**

Qualification/Degree/Diploma	Period	Name and place of institution

**Employment record**

Position held	Period	Employer

**Previous scholarships and stays abroad**

Purpose	Period	Country



How much of your current radio or TV programme is dedicated to youth audiences?

How much of your current radio or TV programme is dedicated to youth audiences?

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Are there any current plans for new youth-oriented programme offerings? Please explain.

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How do you include the Internet in your efforts to target the youth?

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In which way do you expect this workshop to help you in your decisions about the future?  
Please explain.

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(The personal particulars of the participant given above are stored in connection with his/her personal training programme. The particulars will be made available as necessary only to those bodies concerned with these matters.)

If accepted for a training course, I undertake to:

- accept the course regulations
- return to my home country at the end of the course training
- use the gained knowledge/skills to the benefit of the station and its staff.

I have taken note of the Application Rules and the terms contained therein.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant's signature

## 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: .....