



ส่วนที่สุก

## บันทึกข้อความ

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

ที่ นร 0209.03 /ว216

วันที่ 7 มีนาคม 2551

เรื่อง การสัมมนา "Week of the News Seminar"

เรียน ผอ.สรทท. ผอ.สปข.1-8

AIBD ร่วมกับ EBU จัดการสัมมนา "Week of the News Seminar" ระหว่างวันที่ 7-9 เมษายน 2551 ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย หัวข้อการสัมมนา ได้แก่ Understanding the audience, Visual storytelling, Video journalists, Safety and security for broadcast journalists, Breaking news and continuous coverage, Investigative journalism

AIBD เชิญ กปส. ส่งผู้สื่อข่าวโทรทัศน์ บรรณาธิการข่าว หรือผู้ผลิตรายการโทรทัศน์ จำนวน 5 คนเข้าร่วมการสัมมนา โดยผู้แทนจะต้องมีอายุไม่เกิน 45 ปี และมีความสามารถสื่อสารภาษาอังกฤษได้ดี ทั้งนี้ หน่วยงานต้นสังกัดของผู้แทนจะต้องรับผิดชอบค่าโดยสารเครื่องบิน ค่าที่พัก ค่าเบี้ยเลี้ยง และค่าใช้จ่ายสมทบอื่น ๆ (รายละเอียดและใบสมัครตามเอกสารแนบ)

ในการนี้ สปต. ขอให้ สรทท.11 และ สปข. 1-8 พิจารณาส่งผู้แทนเข้าร่วมการสัมมนาดังกล่าว พร้อมใบสมัครและประวัติการทำงานไปยัง สปต. ภายในวันที่ 11 มีนาคม 2551 เพื่อเสนอ อปส. พิจารณาคัดเลือกต่อไป

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จะขอบคุณยิ่ง

(นางศศิรินทร์ จามรมาน)


ร.ผอ.สปต.



ประมาณการค่าใช้จ่ายการเข้าร่วมสัมมนา  
Week of the News Seminar  
ระหว่างวันที่ 6-10 เมษายน 2551 (รวมวันเดินทางไป-กลับ)  
ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย


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1. ค่าโดยสารเครื่องบิน	15,000	บาท
2. ค่าที่พัก (4,500 บาท x 4 คืน)	18,000	บาท
3. ค่าเบี้ยเลี้ยง (2,100 บาท x 5 วัน)	10,500	บาท
4. ค่าเดินทางในประเทศของต่างประเทศ	3,000	บาท
รวมเป็นเงิน	46,500	บาท


หมายเหตุ ค่าใช้จ่ายข้างต้นยังไม่รวมค่าเดินทางจากส่วนภูมิภาคมายังส่วนกลาง

 Windows Live Messenger





 Windows Live

Home **Outlook** Spaces OneCare

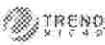
Inbox  
Junk  
Drafts  
Sent  
Deleted  
Manage folders  
Today  
Mail  
Contacts  
Calendar  
  


New Reply Reply all Forward Delete

Junk **Move to** 

Options 

## Re: AIBD/EBU Week of the News Seminar

From: **Javad Mottaghi** (javad@aibd.org.my)  
Sent: Tuesday, March 04, 2008 12:56:26 PM  
To: wanida gajaseni (wanida\_prd@hotmail.com)  
@ AIBD- EBU...doc Security scan upon download   
(104.8 KB), AIBD week...pdf (188.1 KB)

Dear Wanida,

**Re: AIBD/EBU Week of the News Seminar**  
**7 - 9 April 2008, Kuala Lumpur, Malaysia**

1. The Asia-Pacific Institute for Broadcasting Development (AIBD) in collaboration with the European Broadcasting Union (EBU) is organising this regional seminar as part of its development assistance to members. We would be most grateful for your assistance in channeling the offer to the appropriate department 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 14 March 2008** once the required formalities have been completed and we would be most grateful for your assistance in maintaining the deadline.
3. The seminar is intended for television journalists, editors, and producers. The nominee should have excellent communication skills in English as they are expected to participate actively in discussions and group work. The maximum age limit is 45 years.
4. **Enclosed herewith are the Nomination Form and the Seminar Information stipulating the profile of the participants. Please ensure**

to submit the duly filled applications through your office to AIBD on or before **14 March 2008**. Failure to nominate by the stipulated deadline will result in the offer being automatically withdrawn.

5. We are offering **FIVE** places to your organisation. 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. This seminar is offered as a self-funded activity;
  - a. Nominating organisation is required to meet the costs of return air travel, accommodation, daily subsistence allowance, (local transportation charges for airport-hotel-airport), excess baggage, handling charges, extended days of transit, unauthorized stopovers/charges to itinerary for their respective participants.
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. 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 **14 March 2008**.

Yours sincerely,

Dr Javad Mottaghi  
Director AIBD

Javad Mottaghi  
Director  
Asia-Pacific Institute For Broadcasting Development (AIBD)

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

**APPLICATION FOR PARTICIPATION IN**

**AIBD/EBU WEEK OF THE NEWS SEMINAR**

**7 – 9 APRIL 2008**

**KUALA LUMPUR, MALAYSIA**

Please type or use capital letters for all entries.

**APPLICANT'S NAME** (Please underline family name)

**DATE OF BIRTH**

**GENDER / MARITAL STATUS**

- MALE / FEMALE
  - MARRIED / SINGLE
- (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 SELF-FUNDED ACTIVITY

The following conditions relate to training activities offered by the Asia-Pacific Institute for Broadcasting Development (AIBD).

### Obligations of AIBD:

- Appropriate seminar 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:

- Nominating organisation is required to meet the costs of return air travel, accommodation, daily subsistence allowance, (local transportation charges for airport-hotel-airport), excess baggage, handling charges, extended days of transit, unauthorized stopovers/charges to itinerary for their respective participants. 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.
- 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: .....

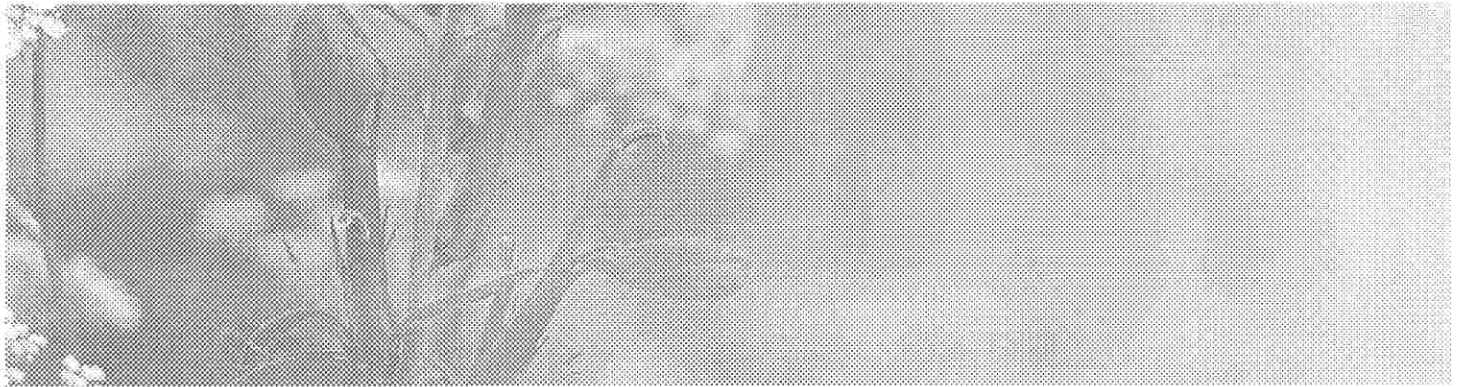
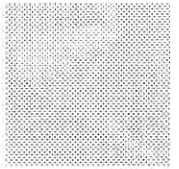
Designation: .....

Name of Organisation: .....

Official Stamp

Signature: .....

Date: .....



AIBD EBU Week of the News

Kuala Lumpur, Malaysia, 7-9 April 2008

TODAY'S BROADCAST NEWS

Produced by  
EBU International Training







## Objectives

To get:

- an overview of main issues facing broadcast news today
- practical methods for covering breaking news
- methods for safety and security of broadcast journalists
- techniques for video journalists – VJs
- investigative journalism techniques

## Who should attend

- AIBD Members
- Broadcast journalists, editors, and producers

## Speakers' team



**Jacob Kwon Henriksen**  
Reporter,  
DR Danish Broadcasting  
Corporation, Denmark



**Eric May**  
Product Manager  
Broadcast Journalism Training  
EBU International Training  
Germany



**Tony Loughran**  
Director Zeronisk-International  
OHS & Security High Risk Consultancy  
Australia

## TODAY'S BROADCAST NEWS

"Since 1999, EBU International Training has organized 9 Week of the News seminars in Europe. The most important aspect of the seminar is the gathering of young journalists from all over Europe and the sharing of ideas and experiences. We wish to get together a vibrant, lively group of young professionals anxious to dream, challenge and achieve.

Over a nine-year period we have seen people who originally attended as 'rookie' journalists now returning as senior editors with national broadcasters.

The most important response is that participants realise that the problems they face in their profession are not new and have been encountered and overcome by others. It is obvious that the opportunity for "questions & answers" in each module and the informal interactivity over the three days allows a more focussed response to the queries of participants. There is truth in the old Irish saying that "a problem shared is a problem halved".

And we are pleased and honoured to co-organize with AIBD the first AIBD EBU Week of the News in April 2008."

*Nathalie Labourdette*

### News coverage

<b>Module 1</b> <b>Understanding the audience</b> <ul style="list-style-type: none"><li>– get methods for better understanding the impact of television news on audiences</li><li>– get techniques to identify strengths and weaknesses of television media</li></ul>	<b>Module 2</b> <b>Visual storytelling</b> <ul style="list-style-type: none"><li>– identify techniques of visual language to understand the connection between images and content</li><li>– get methods for creating effective sequences and other visual storytelling tools</li></ul>	<b>Module 3</b> <b>Video journalists: one man bands</b> <ul style="list-style-type: none"><li>– to identify techniques for covering stories in VJ context</li><li>– to find key differences between VJ's and traditional storytelling</li><li>– to find connections between working alone and editorial decision making; identify pros and cons of VJ approach</li></ul>
<b>Module 4</b> <b>Safety and security for broadcast journalists</b> <ul style="list-style-type: none"><li>– to identify key safety and security issues that endanger broadcast journalists</li><li>– to get tools and techniques to make coverage of stories in dangerous or unpredictable situations safer</li><li>– to get methods for identifying risks on location</li></ul>	<b>Module 5</b> <b>Breaking news and continuous coverage</b> <ul style="list-style-type: none"><li>– to get methods to make continuous coverage compelling when nothing is happening; to identify essential elements viewers expect from live coverage</li><li>– to identify techniques to report new information accurately and quickly</li></ul>	<b>Module 6</b> <b>Investigative journalism: finding the evidence</b> <ul style="list-style-type: none"><li>– to get methods to judge credibility of news sources</li><li>– to find techniques to report accurately when the facts are conflicting or confusing</li><li>– to identify techniques to understand and interpret technical documents</li></ul>

## General information

### Language

The seminar will be held in English.

### Venue

Kuala Lumpur  
Malaysia

### Registration

Registration is compulsory. Fill in the AIBD registration form.

## Contacts

### Marcel Gomez

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### Nathalie Labourdette

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