



## บันทึกข้อความ

ส่วนราชการ...สำนักงานประชาสัมพันธ์ต่างประเทศ...สงต. โทร. ๐-๒๖๑๘ ๒๓๒๓ ต่อ ๑๗๑๐-๑๑

ที่... นร ๐๒๐๙.๐๓/ ๑๗๕๕ วันที่ ๒๗ มิถุนายน ๒๕๕๔

เรื่อง... ABU จัดการประชุมเชิงปฏิบัติการระดับภูมิภาค เรื่อง การเสริมสร้างสมรรถนะให้ผู้ผลิตรายการโทรทัศน์  
ในการเผยแพร่ความรู้ด้านสาธารณสุขและโรคเอดส์

เรียน ผอ.สทท. และ ผอ.สปช.๑-๘

ด้วย ABU ได้เชิญ กปส. ส่งผู้แทนเข้าร่วมการประชุมเชิงปฏิบัติการระดับภูมิภาค เรื่อง การเสริมสร้างสมรรถนะให้ผู้ผลิตรายการโทรทัศน์ในการเผยแพร่ความรู้ด้านสาธารณสุขและโรคเอดส์ (Capacity Building for TV Content Creators on Health Education and HIV-AIDS) ระหว่างวันที่ ๒๔-๒๘ กันยายน ๒๕๕๔ ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย การประชุมนี้มีวัตถุประสงค์ที่จะพัฒนาคุณภาพของรายการโทรทัศน์ที่ให้ความรู้เกี่ยวกับโรคเอดส์ และวิธีการป้องกันเพื่อให้เหมาะสมกับกลุ่มเป้าหมาย โดยเฉพาะกลุ่มที่มีความเสี่ยงสูง

ผู้เข้าร่วมประชุมต้องมีองค์ความรู้เกี่ยวกับโรคเอดส์ และปัญหาสาธารณสุขในประเทศของตน และต้องเคยศึกษาข้อมูลหรือเคยผลิตรายการในหัวข้อนี้มาก่อนแล้ว ทั้งนี้ ในระหว่างการประชุมจะต้องร่วมให้ความคิดเห็นเพื่อการจัดทำสารคดีสั้นเกี่ยวกับโรคเอดส์และการสาธารณสุข สำหรับเผยแพร่ ในวันที่ ๑ ธันวาคม ๒๕๕๔ ซึ่งตรงกับวันเอดส์โลก

ในการนี้ สปต. ขอให้ สทท. และ สปช.๑-๘ พิจารณาเสนอชื่อผู้แทนหน่วยงานละ ๑ คน โดยเป็นผู้ผลิตรายการ หรือผู้สื่อข่าวโทรทัศน์ ด้านโรคเอดส์และการสาธารณสุข และมีความรู้ภาษาอังกฤษดี ทั้งนี้ ขอให้แจ้งชื่อมายัง สปต. ภายในวันที่ ๑ กรกฎาคม ๒๕๕๔ เพื่อนำเสนอ อปส. คัดเลือกต่อไป สำหรับค่าใช้จ่ายในการเดินทางไปร่วมประชุม จะเบิกจ่ายจาก สปต.

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จักขอบคุณยิ่ง

(นางวรรณมา วุฒิวาณิช)

ผอ.สปต.

# **ABU-UNESCO REGIONAL WORKSHOP: CAPACITY BUILDING ON HEALTH EDUCATION & HIV-AIDS ( TV) - 24-28 September, Kuala Lumpur**

From: **anom@abu.org.my** on behalf of **Vijay Sadhu** (Vijay.s@abu.org.my)  
Sent: Thursday, June 23, 2011 1:12:52 PM  
To: "Undisclosed-Recipient;"@mail.abu.org.my  
Cc: 'Anom Sani' (anom@abu.org.my); 'Vijay Sadhu' (Vijay.s@abu.org.my); 'Syed iylia Hariz Bin Syed Izman' (syediylia.abu@gmail.com)  
2 attachments  
Invite-Scope-Note SF.PDF (81.9 KB) , Reg Form-nf.doc (83.0 KB)

To: ABU Liaison Officers (TV Members)

Dear Colleague

## **ABU-UNESCO REGIONAL WORKSHOP: CAPACITY BUILDING ON HIV-AIDS FOR TV CONTENT CREATORS 24-28 SEPTEMBER, KUALA LUMPUR**

The ABU is keen to assist its members and other broadcasters to identify and develop the most productive TV programming on topics relevant to health and HIV-AIDS education, taking into account local conditions prevailing in different countries in the Asia-Pacific and Central Asia region.

In this regard, the ABU will be organising a regional workshop in Kuala Lumpur, Malaysia, from 24-28 September, 2011. The objective of the workshop is to identify and develop the most productive TV programming themes on HIV-AIDS awareness and prevention, suitable for informing and educating the target cross-section of the public, focussing on the most vulnerable and high-risk sections. This will also include hands-on exposure to the functioning of some HIV-AIDS organisations and collect materials for specific themes.

### **INVITATION**

We are happy to invite your organization to nominate TV Producer (TV journalist) to participate in the project, commencing with the workshop in Kuala Lumpur on 24-28 September.

The participating executives will be expected to come to the workshop with a clear idea of the HIV-related and health-related issues in their countries. They should have worked on these issues earlier, or have researched them to some extent when they come to the workshop. They will also be expected to contribute ideas for HIV-related and health-related short features. These ideas will be developed and then finalised during the workshop. Please see the detailed note (see Annex) explains the situation and the requirements of your nominee's experience.

There is no charge for participation in this workshop for ABU members.

Please note that your organisation will have to bear all expenses on the travel, hotel accommodation and living expenses of their participants. We will assist them by organising hotel room accommodation at a concessional rate of RM 280.00 nett inclusive of one buffet breakfast, and a seminar package of RM 100 nett per person per day, inclusive of lunch and two tea breaks.

Your organisation will bear cost of production and post production exercise work of trainees during and after the workshop to be done in their respective countries.

Please provide us with your nomination in the attached form, as soon as possible, preferably before 15 July.

We look forward to hearing from you.

Best regards.

Vijay Sadhu

Senior Executive

ABU

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## **DETAILS AND REQUIREMENTS**

### **ABU-UNESCO REGIONAL WORKSHOP: CAPACITY BUILDING FOR TV CONTENT CREATORS ON HEALTH EDUCATION AND HIV-AIDS**

A combination of ignorance and societal pressure is the root cause of health and HIV-AIDS related stigma and discrimination. In the Asia-Pacific Central Asian regions, this undercuts the public action against the epidemic and inhibits the affected from accessing the services available to protect them and maintain their health status.

Media coverage of interventions on reducing health related issues and HIV transmission among people is too inadequate to contain the epidemic.

The broadcast media can play a very important role of filling the gap in informing and educating the target cross-section of the vulnerable public, focusing on the most vulnerable and high-risk section. Television can, in a more effective manner, carry interesting, entertaining and valuable information into the homes and lives of millions of viewers, in imaginatively conceived messages conveyed through music, dramas and documentaries that engage viewer's emotions and thought-process towards life improvement.

Devising appropriate content themes for developmental communication is of vital importance. What is also important is that these formats and content need to be location specific, language specific, borrowing heavily on local mannerisms, nuances and traditions.

ABU is keen to assist its members and other broadcasters to identify and develop the most productive TV programming themes on topics relevant on health education and HIV-AIDS taking into account local conditions prevailing in different countries and areas.

In this regard, the ABU has organised a regional workshop in Kuala Lumpur, Malaysia, from 24-28 September, 2011. The objective of the workshop is to identify and develop the most productive TV programming themes on health related issues and HIV-AIDS awareness and prevention, suitable for informing and educating the target cross-section of the public, focussing on the most vulnerable and high-risk sections. This will also include hands-on exposure to the functioning of some health and HIV-AIDS organisations and collect materials for specific themes.

Developmental communication is a means of binding individuals into a society by the use of shared language and aspirations, common interests and objectives. Coupled with economic growth, social dimensions like education, health and ecological considerations are important factors for development. In particular, developmental communication focuses on the disadvantaged and deprived groups.

Women are at a disadvantage with regard to most social, economic and political opportunities. The strategy to enable women to play an effective and equitable role in society includes their empowerment through awareness-generation, confidence-building, employment, economic independence, education, training, health, nutrition, welfare services, legal safeguards and a political voice.

Creation of content (programming) for developmental communication is a major challenge for programmers. An innovative approach rooted in the cultural ethos of the target audience and making use of modern metaphor and content creation tools is the key to developmental communication programming. Devising appropriate themes for developmental communication is of vital importance, more so as these themes and

content need to be location specific, language specific, borrowing heavily on local mannerisms, nuances and traditions.

#### APPROACH

A requirement of the workshop will be to identify and develop the most productive TV programming topics and themes on health related issues and HIV-AIDS topics suitable for informing and educating the target cross-section of the vulnerable public, focussing on the most vulnerable and high-risk section. In particular, health issues and HIV-AIDS issues associated with women will be addressed. This will also include hands-on exposure to the functioning of some HIV-AIDS organisations and collect materials for specific themes.

#### WORKSHOP AND DELIVERABLES

1. This is a production-oriented workshop that will:
  - Increase awareness of health related issues and HIV among the participants
  - Increase knowledge of health and HIV reporting/ programming
  - Enhance skills needed for producing short 10-min films on health issues and HIV.
2. The participating TV producers / journalists will be expected to come to the workshop with a clear idea of the health-related and HIV-related issues in their countries. They should have worked on these issues earlier, or have researched them to some extent when they come to the workshop. They will also be expected to have been thinking about various ideas for health-related and HIV-related short films.

These ideas will be developed and then finalised during the workshop.

3. Upon completion of the workshop, the participants have to begin work on producing a short 10-min film / TV programme on an agreed topic in their home countries. An executive producer/trainer will guide them all along.
4. The entire project will realise the following objectives:
  - TV producers and journalists will be trained to produce health and HIV-AIDS related content and investigative reports and documentaries
  - TV producers and journalists will produce short films on health related issues and HIV-AIDS related content.

The result of the workshop will be a series of Health related and AIDS Reports to be aired by the participating broadcasting organisations on 1 December, World AIDS Day and to be offered for free to all ABU and ASBU members. Key characteristic of the content produced will be its link to specific grassroots initiatives and the regional and in-country work of organisations working on health related issues and HIV/AIDS issues in individual participating countries.

5. Participating journalists will each create 1 X 10-minute segments to contribute to a pool of content for use by all participating broadcasters in forming full-length documentaries or to be run as a series of individual short programmes or otherwise. The health and AIDS Reports will focus on the implications of health and HIV/AIDS related issues in the contributing producer's home country, with an emphasis on the human and social dimension.

\*\*หมายเหตุ: หน่วยงานใดต้องการ Registration Form ในรูปแบบ MS Word สามารถติดต่อรับได้ที่ สปต.



**ABU-UNESCO REGIONAL WORKSHOP: CAPACITY BUILDING ON HEALTH  
EDUCATION & HIV-AIDS FOR TV CONTENT CREATORS  
Istana Hotel, Kuala Lumpur, 24-28 September, 2011**

**REGISTRATION FORM**

Organisation: .....

The following executives will participate in the above mentioned event on behalf of our organisation. Please register them for participation and reserve hotel room accommodation for them.

Name and Designation, Address, Passport Number and Date of Expiry	Travel Dates		E-mail	Tel and Fax Numbers	Credit Card Number*
	Arr.	Dep.			

Authorised by: .....

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**Please rush by e-mail / fax to:**

Vijay Sadhu  
ABU Programme Department  
Fax: + 603 2282 4606  
e-mail: vijay.s@abu.org.my

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\* This is required for securing your hotel room reservation.