



Bangkok Office

**UNESCO - NBTC WORKSHOP ON MEDIA AND COMMUNICATION:
WOMEN MAKE THE NEWS THAILAND**
The online database of Thai women experts for journalists
www.wmnthailand.org



Concept Note and Tentative Agenda

16 February 2018
NBTC Auditorium Building, Bangkok, Thailand

I. BACKGROUND

In Thailand, there is a striking gap between the actual contributions women make to the society and economy and their participation in decision and policy-making. The country has one of the highest percentages of women scientists (more than 50%) or women in senior corporate positions (37%). But it ranks only 127 out of 145 countries in the Global Gender Gap Index 2017 when it comes to women in public affairs.

One of the areas where this challenge is particularly tangible is in the media: In one month of Thai television news coverage, only 1 out of 4 experts interviewed was women according to a study conducted by Thai PBS in 2014. In the media content in Asia and the Pacific women are also most commonly depicted as “victims”, “family figures” or “sex objects” (*[Inside the News: Challenges and Aspirations of Women Journalists in Asia and the Pacific-Pacific](#)*).

The Women Makes the News (WMN) Thailand Online Database, launched in March 2017, is a tool referencing over 250 profiles of Thai women experts as direct contact resources for journalists. Women experts registered in the database cover more than 30 cities in Thailand. The aim of the database is to link journalists with female experts’ voices they are struggling to find. Since its launch, experts have joined the database through a vetting process following peer-to-peer recommendations.

As of 11 October 2017, a total of 284 women are registered in the database, among which 56% are based in Bangkok. There is a fair distribution of expertise among the experts in the three

themes that have been identified lacking representation of women voices in the media: Media, ICT & Innovation, Culture & Histories of ASEAN, and Environment & Climate Change.

Over the period November-December 2017, an evaluation has been conducted through focus group discussions, interviews and online surveys sent to both women experts and journalists, to gather opinion and feedback on the impact of the WMN database. 66 women experts out of 284 and 90 journalists participated in the focus group discussions, interviews and online surveys. Some of the key findings include:

- Half of women experts surveyed have been contacted by journalists for an interview.
- Among women experts who haven't been contacted for a media interview, 20% think that they don't have enough experience in communicating with journalists or 16% think that they don't have enough contacts with journalists.
- Most of the journalists surveyed have not heard of the WMN database (86%) but the majority are interested in using it (60%).
- The large majority of women experts are interested to be more visible in the media (81%).
- Almost all journalists seek out female sources for their stories to ensure gender representation in their reports but only 45% of them have their own directory of women experts in Thailand.
- Women experts feel more confident for interviews in the press (40% of surveyed women experts) than for TV, radio or online/multimedia (20% of them). 10% of women experts don't feel confident yet with the media.
- The large majority of women experts (70%) think it would be useful to include more women experts from the provinces in the database.
- 92% of women experts think the WMN networking events can help them to increase their visibility in the Thai media.
- Very few journalists participated in the training and networking activities organized through the WMN network (only 22 in total), and 70% of the journalists surveyed are interested to join networking and training opportunities.

The study shows the potential of WMN online database and the high demand for trainings and networking opportunities created by the platform for both women experts and journalists. It also highlights the need to promote the visibility of the WMN Thailand online database among media professionals and to encourage the development of a network of women journalists to lead this advocacy work. The UNESCO/NBTC collaboration is an opportunity to connect women experts with NBTC's network of digital radio broadcasters, community TV professionals and media experts and to provide a joint training opportunity.

II. OBJECTIVES OF THE WORKSHOP

The objectives of the workshops are:

- To share the findings of the evaluation of the project Women Makes the News (WMN) Thailand
- To mobilize a significant number of media professionals, including from the regions, to share the WMN Thailand database project
- To provide training and networking opportunities to women experts and journalists, including from the regions, through media and communication trainings

III. AGENDA

Friday 16 February 2018	
08:30-09:00	Registration
09:00-09:20	Opening Session <ul style="list-style-type: none"> • Remarks by Ms Anne-Charlotte Malm, Counsellor, Embassy of Sweden • Welcoming Remarks by Ms Maki Hayashikawa, UNESCO Bangkok Director Officer-in-Charge - Screening of the video on WMN Thailand • Welcoming Remarks by Asst. Prof. Dr.Pakdee Manaves, Deputy Secretary-General of NBTC
09:20-9:30	Group Photo
09:30-10:15	Session 1: Introduction to Women Make the News Thailand Online Database <i>(Conducted in English with simultaneous interpretation into Thai)</i> <ul style="list-style-type: none"> • Digital Broadcasting in Thailand, Announcer Development <i>Ms Orasri Srirasa, Digital Broadcasting Bureau, Office of NBTC</i> <i>Content Regulation and Announcer Development Bureau, Office of NBTC</i> • UNESCO Women Make the News Thailand Online Database <i>Presentation of the findings of the evaluation by Ms Misako Ito, Adviser for Co</i> <i>munication and Information, UNESCO</i>
10:15-10:45	Coffee Break - Experts and Journalists Networking
10:45-12:15	Session 2: Professional Interview <i>(Conducted in Thai with simultaneous interpretation into English)</i> Facilitators: Narakorn Tiyayon, Pusacha Donavanik , Sirirat Nimngern <ul style="list-style-type: none"> • Interview Techniques for Journalist • Professional Communication and Interview of Women Experts for various media (TV, Radio, Print)
12:15-13:30	Lunch Break
13:30-14:10	Session 3: Improving women’s visibility in the media <i>(Conducted in English with simultaneous interpretation into Thai)</i> Facilitators: Ms Anneliese McCauliffe and Ms Maia Hicks Barmish The session will include best practice from the industry as well as a practical exercise to ‘brainstorm’ ideas for women experts and journalsits to boost the participation of women in the Thai media.
14:10-14:30	Session 4: Communicating effectively with the media <i>(Conducted in English with simultaneous interpretation into Thai)</i> Facilitator: Ms Maia Hicks Barmish

	This session will get the participants thinking strategically about what messages they want to convey and how best to convey them. The session will include a brief discussion about risk analysis and crisis communications.
14:30-15:00	Coffee Break - Experts and Journalists Networking
15:00-16:15	<p>Session 5: Role Play for Media Interviews <i>(Conducted in English with simultaneous interpretation into Thai)</i> Facilitators: Ms Anneliese McCauliffe and Ms Maia Hicks Barmish</p> <p>In this session, participants will be divided into four groups to work on fictional scenarios. They will design their messaging and take part in role-play interviews. Each scenario will be tailored to a specific media: radio, television, print or online/multimedia. Participants will report back to the group.</p>
16:15 -16:30	<p>Closing session</p> <ul style="list-style-type: none"> • UNESCO • Mr. Sombat Leelapata, Executive Director of Digital Broadcasting Bureau, Office of NBTC