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<th>Seminar on Mass Media and AIDS in Southeast Asia : 17-19 August, 1994, Bangkok : [programme and list of participants]</th>
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Programme
&
List Of Participants

Paper No.1
PROGRAMME

Day I

[August 17, Wednesday]

08.30 - 09.00 Registration

09.00 - 09.45 Opening Ceremonies:

- Opening Remarks on the Seminar
  
  *Vijay Menon*
  
  Secretary-General
  
  AMIC

- Inaugural Address by Chief Guest
  
  *Dr Udomsilp Srisangnam*
  
  Deputy Minister
  
  Ministry of Public Health

- Welcome Remarks
  
  *Dr Pradit Chareonthaihaawee*
  
  President
  
  Mahidol University

- Keynote Address
  
  "Mass Media and AIDS in Southeast Asia"
  
  *Hedayat Ahmed*
  
  Director
  
  UNESCO PROAP

09.45 - 10.15 Tea Break

10.15 - 12.30 Panel Discussion:

Strategies and Approaches to AIDS Communications

Chair: *Dr Victor Valbuena*

Ngee Ann Polytechnic

Singapore
Danny Yatim  
MITRA Indonesia

Dr Anothay Kongsayasak  
Deputy Director  
Centre for Information and Education  
Ministry of Public Health, Laos

Edmund Ewe  
Assistant Director  
Health Education Division  
Ministry of Health, Malaysia

Dr Enrique Hernandez  
President  
PHIL AIDS  
Philippines

Chuo-Ng Peck Hiang  
Director  
Family Life Education  
Coordinating Unit  
Ministry of Health  
Singapore

Pawana Wienrawee  
Communications Officer  
AIDSCAP/Asia Regional Office  
Thailand

Nguyen Viet Thang  
Vietnam: Women's Review

Discussion

12.30 - 13.30  
Lunch

13.30 - 15.00  
Panel Discussion:  
Social Mobilization for AIDS

Chair: Dr Enrique Hernandez
Susan Chong
Programme Director for AIDS
National Council of Women Organisations (NCWO)
Malaysia

Dr Kaan Sheung Kin
Action for AIDS Organisation
Singapore

Dr. Chalermpol Tansakul
Dept of Health Education and Behavioural Science
Mahidol Univeristy
Thailand

Discussion
15.00 - 15.30 Tea Break
15.30 - 17.00 Print Media Coverage of the AIDS Issue
Chair: Nawiyah Che’Lah
Radio Television Malaysia

Mouen Chhean Nariddh
Phnom Penh Post

Odina E Batnag
Philippine Weekly Graphic
Philippines

Wee Soo Cheang
The Nation
Thailand

19.30 - 20.30 Reception (Na-Thong Restaurant)

Day II

August 18, Thursday

09.00 - 10.30 Panel Discussion:
Broadcast Media Coverage of the AIDS Issue
Nawiyah Che’lah  
Director of International Relations  
Radio Television Malaysia  
Malaysia  

Suprapti Widarto  
Deputy Director, Programming  
TVRI, Indonesia  

Sumitra Amarayon  
Director of Public Relations  
Office of the Prime Minister  
Thailand  

Discussion  
10.30 - 10.45  
Tea Break  

10.45 - 12.15  
Panel Discussion  
Prostitution, AIDS and the Mass Media  

Howie Severino  
Center for Investigative Journalism, Philippines  

Praween Payapwipapong  
Director  
Population and Social Development Association  
Thailand  

Discussion  
12.15 - 13.00  
Lunch  

13.00 - 15.00  
Panel Discussion  
Civic-Media AIDS Awareness Campaigns  

Chair: Dr Joseph Sommerville  
Nanyang Technological University  

Dr Vicentia M Cervera, Ed.D  
Project Director  
Philippine Council of Non-government Organisations  
Against Drug Abuse and Substance Abuse
Teguh Budiono  
Project Concern International (PCI)  
Indonesia  

Jeannie Thng  
Ministry of Health  
Singapore  

Discussion  
15:00 - 15:30 Tea Break  
1530 - 17:30 Working Groups  

Working Group I: Towards more Effective Media Coverage of the AIDS Issue  

Working Group II: An Action Plan For Strengthening the Linkage between Mass Media and Health Organizations for AIDS Prevention  

Day III  
August 19, Friday  
09.00 - 12:00 Presentation of Working Group Reports  
Evaluation  
Closing  
12.00 - 13.00 Lunch  

***
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