

PERFORMANCE AND FUNDING RESULTS OF THAI MEDIA FUND 2022





Design Concept:

The cover design concept emphasizes on the presentation of the outstanding works of Thai Media Fund (TMF) in 2022. The aim is to create more awareness and recognition by showing pictures from the TMF funded film projects namely 'HANUMAN: The White Monkey' and 'A Time to Fly', which are movies that reflected Thai 5F Soft Power created by TMF fund recipients. These two images are used as the main element of the book cover and diagonally cropped in the shape of the bird wing similar to TMF logo. Dot matrix graphics are also used as another key element to convey the progress toward digital media.

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THAI MEDIA FUND



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Message from the Chairperson

The policy of safe and creative media development is part of the national strategy for developing and actualizing human potential with an important aim to develop people of all ages in all dimensions to become a ‘good true Thai’—Thai people have physical, mind and intellectual readiness; well-rounded personal development; having good health through all ages; public-minded; and taking responsibility for society and other people. For this purpose, the media must play a key role in changing social values and attitudes.

Thus, Thai Media Fund (TMF) was founded during the time of media reform as one of the policies that the government placed high importance on and continually supported. Since established, TMF has been operating for 7 years and is now entering its 8th year of mission. As I have been taking the role of the Chairperson of the Committee of the Thai Media Fund for many consecutive years, I have witnessed that TMF has continued to make a reasonable progress. During the past period, TMF has accumulated a lot of experiences and a body of knowledge as well as having lessons learned with a wider work view, which are helpful in improving its operations for greater efficiency and effectiveness.

In addition, the mission of driving the movements and social campaigns to raise public awareness through the use of media requires cooperation among many parties. Consequently, expanding network partners and participation in media production along with developing and utilizing safe and creative media are the key policies assigned to TMF to accomplish.

This report on TMF performance in the fiscal year 2022 is prepared in accordance with the aforementioned intention and TMF strategies. The operational plan and its performance assessment were developed with clear and easy-to-understand indicators, so TMF operations were considered to be conforming to the framework

and criteria of the Committee for Assessment working under the responsibility delegated from the Cabinet. When the assessment results come out good, it indicated that TMF is more ready to expand its mission in the coming future.

This performance assessment report will be presented to the Cabinet, the House of Representatives and the Senate, whose comments and recommendations will be put to use in TMF work improvement for higher efficiency.



A handwritten signature in black ink, appearing to read 'Wissanu Krea-ngam'.

(Mr. Wissanu Krea-ngam)

Deputy Prime Minister

Chairperson of the Committee of the Thai Media Fund

Message from CEO

The fiscal year 2022 is the year Thai Media Fund (TMF) operates under the 2018-2022 strategic plan (Phase 1) and this first phase has been completed for 5 years. TMF, therefore, prepared the second phase of its 5-year strategic plan, which will be officially implemented in the fiscal year 2023 and end in 2027. Recently, the draft strategic plan (Phase 2) have been approved by the TMF Committee. For the second phase of the 5-year strategic plan (2023-2027), the main content regarding high-performance organizational development is added as a new strategy for coping with the rapidly happening and changing situations. As a result, the number of strategies in the plan increases from 4 to 5 in the second phase. However, the essence of the 4 main strategies remains the same.

During the fiscal year 2022, TMF adopts the new strategic plan and uses it as a framework and guidelines for operations. By converting the 5 strategies into practice, 6 missions are set under the slogan “5 strategies, 6 builds”, which consists of the following details:

Strategy 1: Creating media and enhancing people’s capabilities,

Strategy 2: Building up media literacy,

Strategy 3: Building a body of knowledge,

Strategy 4: Building participation and networks,

Strategy 5: Building a strong and ready-to-change organization.

The performance evaluation results showed that TMF achieved the goals set with a pretty good score in all indicators of various dimensions, leading to an increase in the overall assessment result in 2022 (compared with 2021).

However, TMF still encounters several risks that need to be closely monitored. Although the overall risks in different dimensions decrease from the previous year, the remaining risks are in significant areas. In particular, the risk the grantees may not be able to finish the

project as expected. Such a risk will be an obstacle for TMF to meet expectations in generating social impact by using the outputs from the funded projects. In this regard, TMF promises to strive to do better in management, with an objective to continuously improve its performance in all areas of work.

Aside from taking the “5 strategies, 6 builds” slogan as guidelines for working throughout the past period, TMF is aware of its duty to accomplish the primary goals—“reducing unsafe media, expanding good ones, and partnering with network partners”—as a way to build a safe and creative media ecosystem that truly change the society for the better.



(Mr. Dhanakorn Srisooksai)

Chief Executive Officer of the Thai Media Fund

Executive Summary

The media environment in 2022 was when the COVID-19 pandemic situation began to improve. As a result, the economy and social life in the new normal era is gradually returning to the next normal. However, the year 2022 is still a challenging year for Thailand's safe and creative media industry. The problem of disinformation is still widespread in social networks, while cybercrime, like online threats and phone fraud, has affected the public broadly. Besides, the lack of good quality content, particularly the content relating to the process of learning and development of children, youth and families, are still posing challenges for the media industry in Thailand.

Thai Media Fund realizes the importance of developing Thai society to gain access to good quality media, as well as promoting media literacy and skills necessary for protecting oneself and family from the unsafe and uncreative media, according to the intent of Thai Media Fund that strives to encourage people to 'access, understand, and use media in a smart way' (i.e., safely and creatively). By building a good media ecosystem, developing organizational operations for greater effectiveness and efficiency, and enhancing the fund management services, those activities lead to better and wider dissemination of quality media towards society and people. TMF also gives importance to continuously develop the potential of safe and creative media producers by trainings; promote research and development for the body of knowledge concerning safe and creative media; and encourage both the academic and professional circles, including society to concentrate on the development and widespread application of knowledge about safe and creative media. Furthermore, we build participation among the public sector, civil society, mass media professionals, media producers and various stakeholder groups in order to promote equal access to quality media which will thoroughly benefit people's lives.

The performance assessment results of the year 2022 are the testimony of TMF's achievements and intention for continuous development. In the dimension of organizational administration for integrity and transparency, we receive an evaluation score of 93.27 percent (A Level) for Integrity and Transparency Assessment (ITA), which is higher than the score of 93.05 percent of last year. Besides, we developed the ongoing internal audit system and reduced 8 out of 12 risk issues in operations, leaving only 4 risks to be managed.


The determination and commitment to continuous development can be reflected through the performance assessment results of TMF. In the fiscal year 2022, TMF obtains an overall assessment result of 4.8306 out of a full score of 5 or 0.0321 points higher than that of the fiscal year 2021. The overall performance assessment comprises of 4 dimensions. For the dimension of effectiveness, TMF receives a full score of 5 as a result of producing a total of 280 safe and creative

media projects with good quality. The works of safe and creative media disseminated in the fiscal year 2022 achieved ‘good’ quality level with a score of 85.49 percent in average. The results of the survey conducted with 1,207 samples of media target groups also revealed that the target audience could understand and were capable of using the media at the utmost level with an average score of 95.49 percent. For the assessment of the use of research, knowledge sets or innovations concerning safe and creative media, TMF received an excellent average score of 91.59 percent. That because the research topics covered most of important issues relating to safe and creative media, such as media literacy, disinformation, cyber threats and crime, safe and creative media production skills, youth rights, skills and knowledge development, culture, peace, etc. Besides, there were the database to explore the media situation in Thai society, the Media Alert project to monitor the situation of Thai media, the academic journal of Thai Media Fund (TMF Journal), and the Media Lab project to develop media professional skills in cooperation with other networks, such as educational institutions, media professionals, or academic networks, etc. In the facet of the development of skills, knowledge and media literacy, according to the survey results of the user samples, it was found that 100 percent of the samples had knowledge and media literacy skills and could utilize media at a relatively high level. Overall, the average score was 76.74 percent, especially for the development of search and access skills, skills for analyzing and evaluating media content, skills in using and co-creating media, digital citizenship, and skills for synthesizing and reflecting issues from media content.

Considering the dimension of efficiency, the overall assessment score was 4.4011 out of 5 whereby TMF could be able to disburse and manage budget obligations at 94.11 percent of the total expenditure budget. In the dimension of service quality, TMF received a full score of 5 as the satisfaction assessment result of the stakeholders using TMF services was at the highest level, i.e., 86.80 percent. Also, the rate of responsiveness towards the regulators, investigators, and evaluators were perfect, say, TMF could take actions in response to the needs of those authorized persons for all issues.

In the organizational development dimension, the score of 4.8150 was given to TMF since it met all indicators in the areas of risk management and internal control, information and digital management planning, including human resources management.

The performance assessment results of TMF also reflect the benefits of its operations to the economy and society. Thus, the assessment of Economic and Social Impact was added as a part of TMF performance evaluation in the fiscal year 2022 and the results showed that TMF fund allocation valued 417.8 million baht could create wide-reaching economic and social impact. In terms of



economy, TMF project funding result could build economic impact by creating economic turnover of up to 3.622 times, 0.055 times increase from 3.567 times in the previous fiscal year. For social impact, the media outputs of the projects funded by TMF were socially utilized to benefit the audiences up to 89.24 percent. Consequently, people gained new and useful knowledge; developed their creativity, skills, and methods for decision making or procedure of working or doing any media activities; and acquired media literacy skills necessary for their daily life.

Thai Media Fund is committed to develop its organization through human resources development. In the fiscal year 2022, a study was conducted in order to improve the organizational structure, management practices, and manpower to be in line with the rapidly changing missions and situations. Such a study has been completed and is in the process of proposing to the relevant agencies for consideration and approval. Training is provided on an ongoing basis to develop human competence for working in various areas, such as ethical standards of employees, risk management and anti-corruption practices, public service quality, including knowledge and skills for specific positions, i.e., administrative law, digital and information system development, cybersecurity, and negotiation skills, etc.

Apart from the higher performance evaluation results in every dimension, in the fiscal year 2022, TMF was able to produce outstanding media works that could create positive social, cultural, and economic impacts.

These funded projects are evidence of TMF's good intention and perseverance in developing its organization as well as completing the key mission, 'being aware of bad media, expanding good ones, and partnering with network partners.' Promoting creativity, ethics, culture, social unity, family and social relations, including learning about life skills, are also the missions TMF dedicated to fulfill. As a result, people are able to live happily in a diverse society and this simultaneously creates added value to the country.



About Thai Media Fund (TMF)

The Objectives of TMF

TMF was established according to Safe and Creative Media Development Fund Act, B.E. 2558 (2015) with the objectives stated in section 5. Details are as below.

Section 5. There shall be a fund called the “Safe and Creative Media Development Fund.” The fund shall be a juristic person and shall have the following objectives;



to campaign, promote and support the development of safe and creative media;



to promote capacity development of producers for safe and creative media;



to promote and support people, especially children, youths and families having skills in media literacy, to monitor unsafe and uncreative media, and to be able to use media for development of themselves, community and society;



to promote and support wide participation from the public in order to develop safe and creative media;



to promote the study and research, training, development of knowledge and creativity of an innovation of safe and creative media;



to promote persons, community organizations, private organizations, public benefit organizations, Government agencies, State enterprises or other State agencies performing activities relating to media to provide production and development of safe and creative media;



to develop and promote the safe and creative media which can be widely accessed by people and can be used widely.

Vision / Missions / Strategies

Vision

Promoting citizen's accessibility, understanding and media literacy in safe and creative approach through sound media ecosystem.

Missions

- 1) Promote and support all network sectors in order to produce and develop safe and creative media.
- 2) Encourage people to access, understand and effectively utilize the safe and creative media in a broad environment.
- 3) Support people, especially children, youth and families, to have skills for media literacy and surveillance.

Strategies

- 1) Promote and develop the production and dissemination process of safe and creative media.
- 2) Promote and develop knowledge necessary for creating safe and creative media, including sound media ecosystem.
- 3) Promote and develop the mechanism as well as the procedure for media screening, media surveillance and media literacy.
- 4) Promote and develop a channel of communication for interacting with the society in order to gain awareness and participation from public and network partners.

Responsibilities

Support and stimulate the creation of safe and creative media

Create a variety of media innovations to move beyond traditional media stereotypes. Add the alternative and useful contents for audiences, present the information that people need to know for well-rounded storytelling with various aspects, drive the important issues leading to public participation, and develop a foundation of beneficial knowledge to support the production of safe and creative media.



Create 'public participation'

TMF will be a major force in creating participations among all sectors, including public sector, private sector, civic and NGOs, by building a coordination model that continue to work effectively and sustainably.



Increase 'Media Literacy' and 'Media Surveillance' skills

The roles of TMF in promoting media literacy and harmful media surveillance:

- Support the coordination among all related persons or parties to promote media literacy in Thailand.

- Work hand in hand with network partners through physical and financial supports.

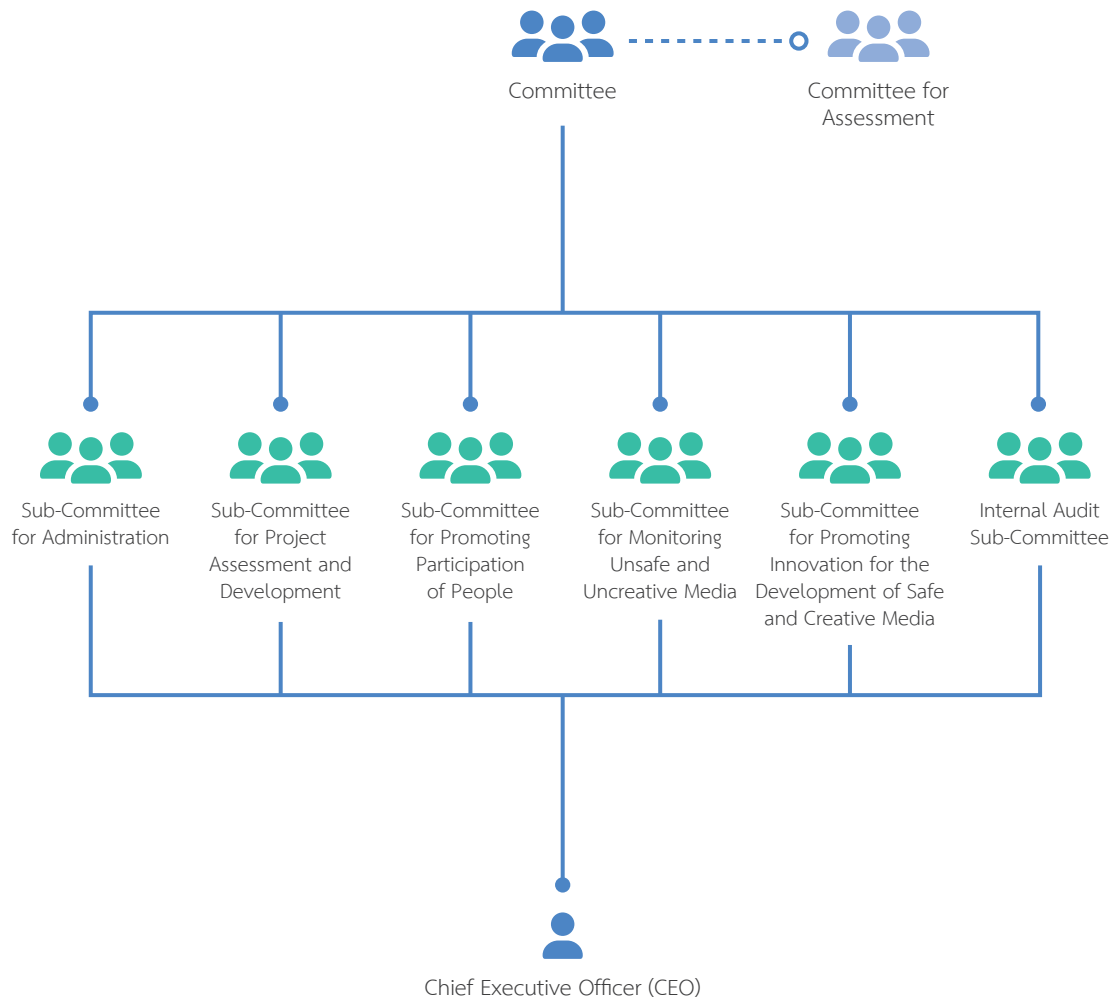
- Develop media literacy education into formal education system. Prepare information resources or others which support the promotion of media literacy. Research funding for the in-depth knowledge development concerning media use and communication in Thailand, including the knowledge relating to media literacy index.

- Build a 'media literated' society for children, youth and families. TMF is not only a source of funding but also a monitoring agency that kindly examines the media on regular basis, creates database and innovations, works thematically with various target groups and strong networks, also mobilizes through public communication.

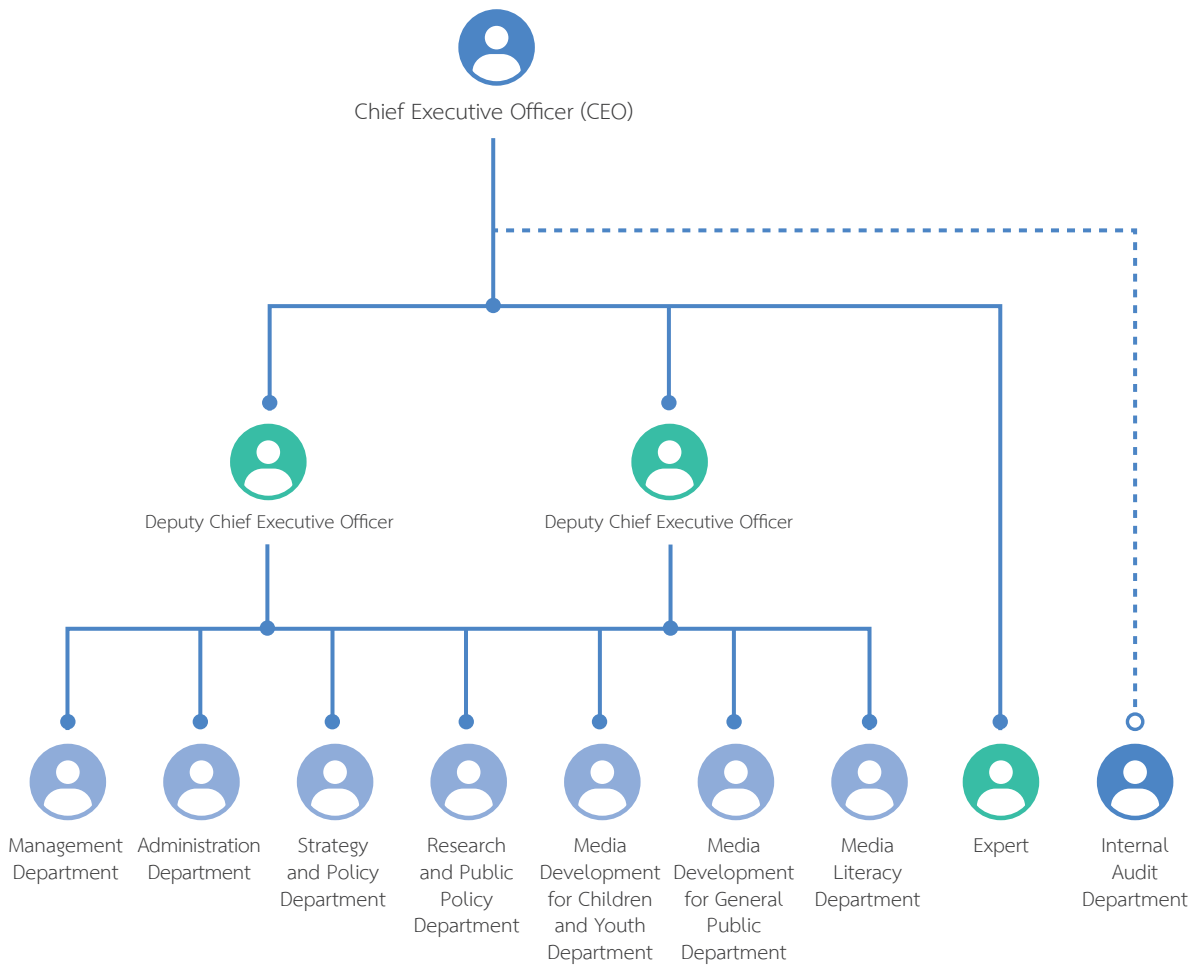


TMF Organizational Structure

Committees and Sub-Committees



TMF Organizational Structure



TMF Strategies in Concordance with the National Strategies and Master Plans



The 12th National Economic and Social Development Plan (2017-2021)

- 1 Strategy for Strengthening and Realizing the Potential of Human Capital
- 2 Strategy for Strengthening the Economy and Underpinning Sustainable Competitiveness
- 3 Strategy for Creating a Just Society and Reducing Inequality



- 1 To campaign, promote and support the development of safe and creative media
- 2 To promote development of potentiality of a producer for safe and creative media
- 3 To promote and support people especially children, youths and families, having skills in media literacy, to monitor unsafe and uncreative media, and to be able to use media for development of themselves, community and society
- 4 To promote and support wide participation of people in order to develop safe and creative media
- 5 To promote the conduct of study and research, training, development of knowledge and creativity for an innovation of safe and creative media
- 6 To promote a person, a community organization, a private organization, a public benefit organization, Government agency, State enterprise or other State agency performing activities relating to media to provide production and development of safe and creative media
- 7 To proceed and promote the safe and creative media which can be accessed by people and can be used widely

The 20-Year National Strategy Support Plan (2018-2037)



Logistics and Digital Infrastructures



Lifelong Development of Human Potential



Learning Process Development

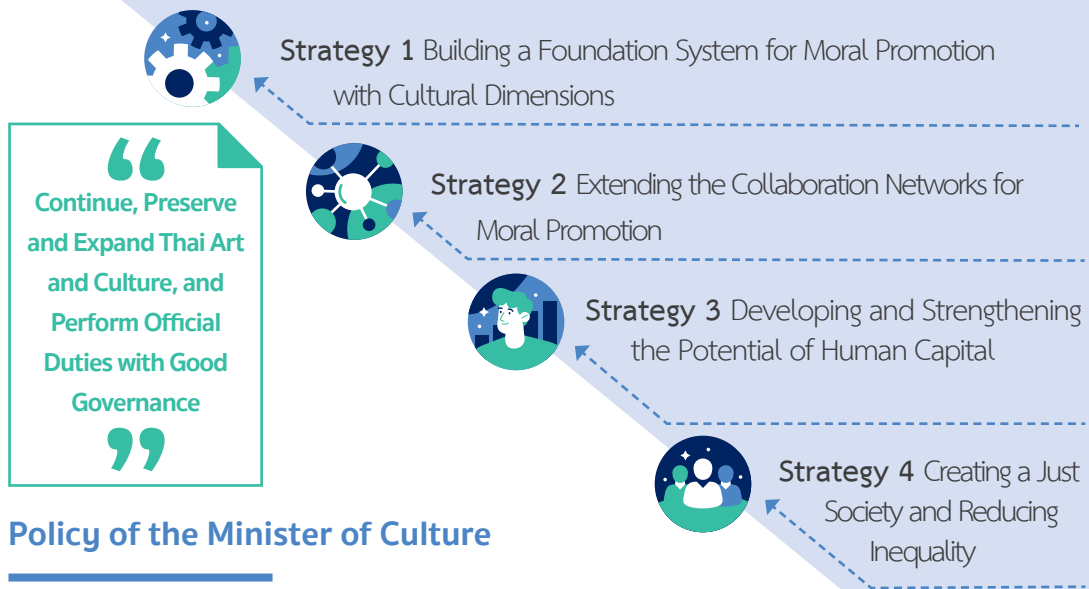
Redefinition of Values and Culture



Well-Being Enhancement for Thai People



The 20-Year Strategy of the Ministry of Culture & The 1st National Moral Promotion Master Plan (2017 – 2021) at Ministry Level



Policy of the Minister of Culture



Vision of Thai Media Fund

“Promoting citizen’s accessibility, understanding and media literacy in safe and creative approach through sound media ecosystem.”

MISSIONS



Promote and support all network sectors in order to produce and develop safe and creative media



Encourage people to access, understand and effectively utilize safe and creative media in a broad environment



Support people, especially children, youth and families, to build skills for media literacy and surveillance

STRATEGIES



Promote and develop the production and dissemination process of safe and creative media



Promote and develop knowledge necessary for creating safe and creative media, including sound media ecosystem



Promote and develop the mechanism as well as the procedure for media screening, media surveillance and media literacy

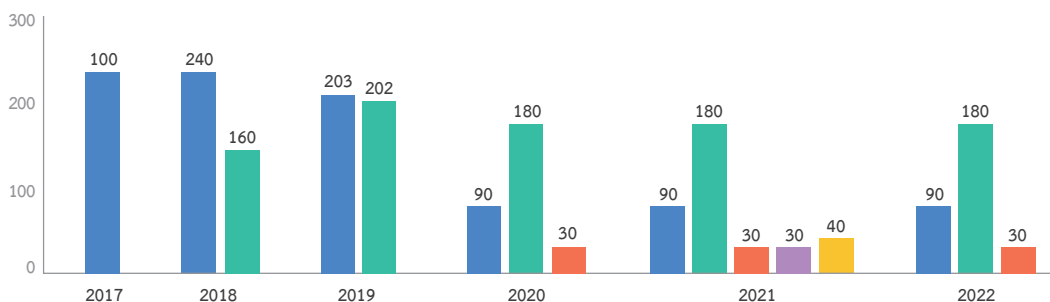


Promote and develop a channel of communication for interacting with the society in order to gain awareness and participation from public and network

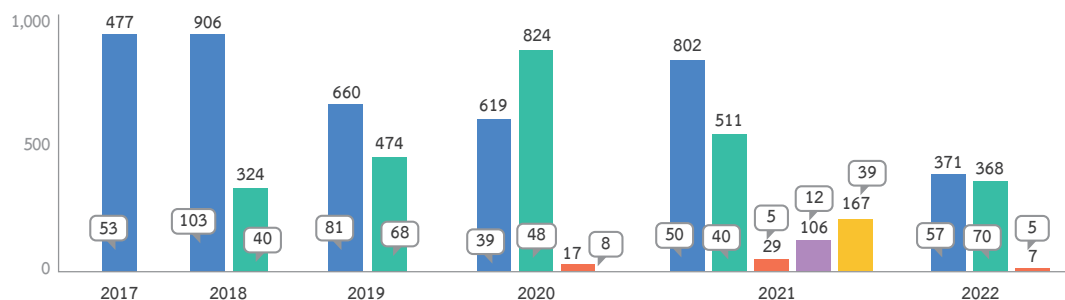
Funds Awarded in the Fiscal Year 2017-2022

TMF placed importance on providing funds to network partners in order to carry out the projects related to the development of safe and creative media. By issuing TMF committee regulations regarding the criteria and methods for allocating funds to the projects or activities dealing with the development of safe and creative media (2017), TMF started to provide funds from the fiscal year 2017 to present. In the fiscal year 2017, TMF allocated the funds within the funding limit of 100 million baht and there was a total number of 477 projects proposed with a total budget of 1,658.05 million baht. However, only 53 projects were approved, amounting to 99.99 million baht.

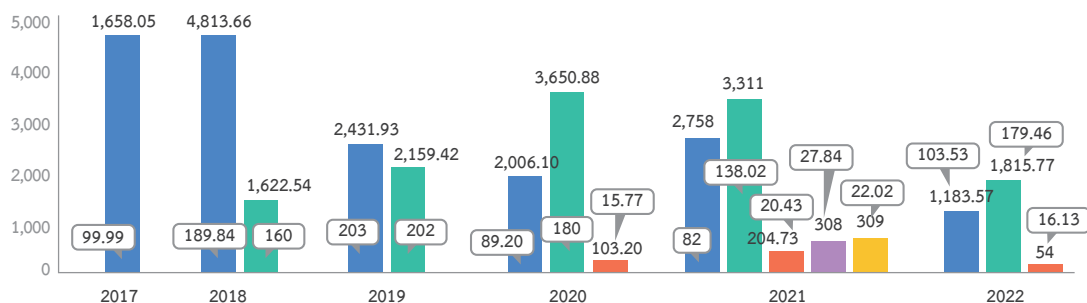
Funding Limit (Mil. Baht)



The Number of Projects Proposed and Approved (No. of Projects)



The Amount of Funds Proposed and Awarded (Mil. Baht)



● Open Grant ● Strategic Grant ● Collaborative Grant
● Grant for Past Grantees ● Grant for Child and Youth ○ Projects Approved / Funds Awarded



The Outstanding Achievement of 'Thai Media Fund' in the Fiscal Year 2022

Khon Film Project Titled, 'Ramayana: HANUMAN White Monkey'

Combining traditional and cultural performing arts on stage with digital computer graphics techniques and special effects, Khon Film was produced for the first time in Thailand. Such media encouraged inspiration and created imagination towards the story of Khon Ramayana (Thai masked dance) in a new and modern way, with an easier access. At the same time, this film of national performing arts was shown to give the audience more fun, excitement and positive impression. Khon Film helped to widely spread the identity of Thai national performing arts to the international level. In this regard, His Majesty the King and Her Majesty the Queen presided over the opening premiere of the film 'Hanuman White Monkey' and the 'Khon Film' exhibition on December 4, 2022. The Hanuman White Monkey Film could be seen in the cinemas across the country on the occasion of Phra Boromchanakathibet King Bhumibol Adulyadej's Birthday on December 5, 2022.

'A Time to Fly' Movie Project (Bin-laa-fun in Thai)



This 98-minute film was inspired by the story of Hmong Thong-dee, a stateless boy who won of the paper folding airplane competition in Japan. This film was made to inspire youth and people to dare to dream and have determination to overcome obstacles to achieve their goals. It also induced love and unity of the nation since this event has made people from many sectors realize and help to claim the basic human rights and freedom for the stateless boy born and raised in Thailand. That is because he loves this country and brings good reputation for the country.

'Music Change the World' Project

Music is something that can enhance memory and helps people to recollect. Thus, the 'Music Change the World' project brought 10 issues of consciousness and public disciplines to 10 artists and musicians for producing songs for listeners. These songs could urge people to be aware of problems and it was easy to communicate and pass on to people in society with an aim for social progress, then leading to a better social change.



‘One Thai, One Heart’ Project (Nam-nueng-Thai-deaw in Thai)

‘One Thai, One Heart’ was a project to instill good values and attitudes towards public solidarity and consciousness of the people of all genders and ages in the nation. It was presented in the form of an online program and disseminated through online media, such as Facebook Page and YouTube channel. Besides, this program provided Audio Description (AD) for the visually-impaired persons as well as Closed Captions (CC) for people with hearing disabilities.



‘The Right View Transcends Illusion’ Project (Sam-ma-dit-thi Ta-lu-mi-ti-ma-ya in Thai)



It was an 84-episode animated cartoon project conveying religious knowledge by transcribing the verses from the book entitled “Sammaditthi.” Such religious knowledge (Dhamma/ Buddha’s teaching) was also presented in the form of 8 e-books. So, the target audiences could learn Dhamma with enjoyment and apply Buddha’s teaching in everyday life as well. The animated cartoon and e-books were disseminated through online channels, i.e., YouTube and Facebook of Thai Media Fund.

‘Build Good People with a Love of Reading by Creating Storybook for Children with Special Needs’ Project

This project aimed to produce media that promote the virtue of kindness in order to build good children with morality and bibliophilism. In the story, there were pictures appearing on the letters that use colors as visual guides. It helped children to read words from pictures,



observed word composition, and memorized those words for use in their future learning. The key outputs of this project consisted of a storybook with the contents concerning 8 basic virtues, a final research report on the results of the actual use of the storybook, including training for teachers, parents and those involved with children with special needs. The main objectives of this project were to educate, disseminate, and use the media to develop reading skills and strengthen morality for children with special needs.



'Good Stories Create Good Children' Project



Fairy tales gave the audience knowledge and entertainment through watching, listening and reading. It created learning interest for children and youth and could be published or broadcasted for greater social impact on a variety of channels, i.e., online media, storybook, television programs. The outputs produced by this project were a storybook titled, 'Good Stories Create Good Children', 2D animation, motion graphic animation, online television programs for children, and storytelling activities.

'TMF Awards' Project

Thai Media Fund, in collaboration with a network of 24 universities, selected and evaluated media with an aim to honor quality media producers who provided safe and creative content as well as created impact for social change. These awards will encourage good media producers to continuously produce good works for Thai society. Importantly, the main objectives of the project were to create public participation from people of all sectors; to develop academic/professional media networks for unsafe and uncreative media surveillance; and to promote and develop safe and creative media production. The selected media were divided into 10 types, namely television, film, radio, print media, online media, advertising public relations, local media, safe and creative media innovations, personal media, and TMF funded media projects.





**Media
ALERT**

‘Media Alert’ Project

‘Media Alert’ performed a duty as a proactive academic unit of TMF. The main target groups of this project were academics, media professionals, government media agencies, media NGOs, students in communication area of study, and those interested in media issues.

During 2022, the ‘Media Alert’ project achieved its performance indicators as planned in producing and disseminating works and information concerning media situation and social communication. Besides, this project communicated information about media situations from various sources—including reviews, study results, and etc.—via Facebook Fanpage ‘Media Alert.’

‘TMF Journal’ Project



TMF Journal is prepared for publishing academic articles, research articles, and special articles that the researchers working on safe and creative media or other related aspects can use as references. In 2022, TMF Journal was published in the

form of quarterly journals for 4 times and it was also published online on the ThaiJo website (<https://so04.tci-thaijo.org/index.php/tmfjournal/index>) for the assessment of the Thai Journal Citation Index Center (TCI), aiming to achieve the ranking of TCI database 2 (Tier 2) and 1 (Tier 1) respectively. However, the ultimate goal of TMF Journal is to achieve the classification as an international academic journal in the Scopus database. There were also training activities for researchers and academic conference on TMF Journal in an online format.

‘Data Journalism Pioneering Project on the Impact of Fake News in Thailand’

The objectives of this project were to create a resource hub and make accessible to as well as make use of the information regarding the impact of fake news on Thai society, particularly in the aspects of education and policies. Data journalism was employed for leveling up the movement on the issue of fake news impact on Thai society. The operation details of this project consisted of data journalism lab, data visualization, resource hub and video broadcasting.

‘Buddha Dhamma Expo for Peaceful Media’ Project



The main objective of this project was to explore the world of Buddhism in the form of virtual exhibition/Metaverse. As Buddha’s teaching can be applied in everyday life, the information relating to Buddha’s teaching and Buddhism was collected in the form of big data for searching. Besides, a body of knowledge about Buddhism that could be useful for the Buddhists, children and youth were available for those interested to access and learn. This project was also aiming at expanding communication channels as well as creating a forum for exchanging and learning about the essence of Buddhism via the project’s website.

‘Road to Creators’ Project

This project aimed to publicize and educate those interested persons regarding the acceptance for project or activities proposals funded by TMF in the fiscal year 2023. There was also an activity for exchanging experience with those who have received the fund from TMF in previous years and the guidelines for writing a project proposal were provided at the event. Moreover, this project was done for publicizing TMF mission to people in all regions of the country.



‘TMF Media Forum 2022: World Collaboration’ (a webinar on technological innovations and international media industry)

This project was to encourage media producers, fund recipients, and the public to develop skills, knowledge and understanding about the international media industry by sharing experience on techniques and concepts, providing essential knowledge, and promoting cooperation in the media and technology industries. Besides, information concerning the innovations related to media production, business opportunities and how to develop the media industry in all dimensions—from upstream, midstream, to downstream—were provided for all participants. Honorable speakers with experience in the media industry from Hollywood and world-class platforms also joined to share their knowledge in this event.

‘2022 International Broadcasting Leadership Program’ (a short-term training project in the Republic of Korea)



This program aimed at promoting and developing the knowledge level of TMF personnels, people dealing with media production from all sectors, and cultural organizations in Thailand in the areas of production management, production technologies, media technologies, including the accessibility and usage of safe and creative media. Other objectives of this project were to encourage the application of knowledge gained from the program to work in more effective way as well as developing collaborations among Thai Media Fund, Arirang TV and media agencies of the Republic of Korea.

Creative Thai

‘Creative Thai’ was a project that opened opportunities for children and youth (aged not over 25 years old) from 77 provinces across the country to join 5 online training courses in order to learn and understand the process and correct methods for producing video media (video clips) from special speakers who produced safe and creative media. The



emphasis was placed on the communication of local culture through the process of storytelling that created interest and awareness towards the good culture of people in the community and society. A mobile phone was used as a tool in producing media, i.e., those video clips. The outputs of this project were considered to be an extension and value added to Thai culture. Also, this could help to level up Thai culture from local to national and international levels.

'Change the World' Project

After the pandemic of the Coronavirus 2019 (COVID-19) has affected people in Thailand and the whole world, Thai Media Fund has produced public relations materials to promote knowledge and understanding about the impact of COVID-19 as well as the adaptation to the 'New Normal' life. Those media were disseminated to the public through many communication channels, such as television programs, radio, and online media. In order to encourage people to live their 'Next Normal' life, TMF produced a media program titled 'Change the World' presenting stories of how people of all ages in the society could adapt themselves to the new lifestyle and be familiar with it both in communication and technology issues.



'TMF Media Community' Project (a movement to drive creative media community)



This project opened a space for children, youth, families and the safe and creative media network partners to have a chance to exchange knowledge through creative media works and activities. The key aim was to create a synergy that combined together the 'knowledge/skills', 'creativity' and 'social collaboration'. By selecting projects funded by TMF from the fiscal year 2017 to present then organized learning and lesson-taking activities in the forms of TMF Movies/TMF Workshop/TMF Talk/TMF Q&A Competition both in online and onsite format.

TMF Performance Results in Accordance with the 5 Strategies

STRATEGY 1

Promoting and Developing the Production and Dissemination of Safe and Creative Media

One of the important missions of Thai Media Fund (TMF) is to promote and support the production and dissemination of safe and creative media nationwide. To complete this mission, it is necessary to promote and develop quality media producers so that they have appropriate qualifications and are ready to produce and develop safe and creative media in an efficient way. Besides, economic added value must be created in order to build the media industry in line with social changes. TMF has therefore carried out this mission according to the strategy 1 and the key performance in 2022 were the following:

The Production of a Learning Media Set on Thai Patterns for the Visually Impaired



It was a project to give knowledge about ‘Kanok’ patterns for the visually impaired who do not have the opportunity to see or feel the beauty of Thai Kanok patterns. By producing a set of learning materials on Thai patterns for the visually impaired, such media would help them in developing their imagination regarding the beauty of the unique Thai pattern. A set of learning materials consisted of electronic books for creative Thai patterns, a set of Thai patterns on wooden plates, braille manuscript for creative

Thai pattern, braille book, and audio and video media for creative Thai patterns. This set of learning media on Thai patterns can be further applied to create a broader social impact in educating the visually impaired and those interested in the future. The media users can select and use it in an appropriate way.

A Handbook for Teachers and Parents on the Foundation of Art in Life for Developing the Well-Being of Children from Early Childhood to School-Aged



The main content of this manual focused on the aesthetics of art that could lead to self-development, and concrete development of one's body, mind and spirit. The aesthetics of art also promoted the mental well-being on the basis of education, encouraged people working with children to understand their development in terms of spirituality and context. The art exercise content was suitable for the early childhood and could be used to promote the development of early-childhood children. Also, this project opened a space for people in the community to show their potential in taking care of youth living in their own area. It was a way to put knowledge into practice and this could lead to some changes from the smallest unit—the individual—to the family, and eventually widening to the community and society.

Television Program Titled “The Two Curious Buffalo, Series 2”

This project was to produce a television program for children to promote and provide knowledge with understanding about language, culture, morality, ethics and consciousness which was the underlying basis for living together in society, both in the real and online context. The media format was a 10-minute television program broadcasted in 50 episodes. The audience responses were quite good with the number of 1,117,000 viewers.



A Video Production Project Presenting Thai Master Craftmen (Chang-Thai)



This project was to create a creative documentary media for building pride in Thai arts and culture as well as continuing to preserve the Thainess. The content was related to a set of 7 Thai Master Craftmen: Phi-Ta-Khon mask makers (for ghost mask festival), shadow puppet makers, Khon mask makers, woodcarvers, goldsmiths, alms bowl makers, and drum makers. The presentation was divided into 7 episodes, approximately 15 minutes each. This set of documentary was disseminated through the Facebook page ‘Chang Thai (Thai Technicians): Conserving Thai Arts and Culture’ and through YouTube channel.

Youth Who Love E-Sarn Long Drum Tom-Tom Dance (in Northeastern Thailand): Media for Promoting and Developing a Body of Knowledge, Building Relationships and Participation in Community



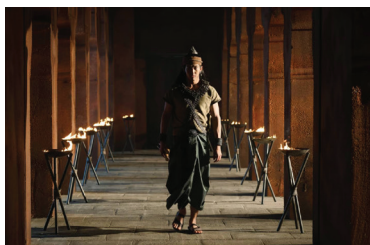
It was a training to develop knowledge about the E-Sarn long drum performing arts using a variety of activities to complete the job, such as listening to opinions on the needs of the long drum group to suggest guidelines in conserving the tom-tom dance, preparing an E-Book filled with a body of knowledge of the E-Sarn long drum group in Khon Kaen province, discussing and exchanging knowledge including the lessons learned from the development of E-Sarn long drum knowledge, and producing media for public relations.

A Project to Promote the Value of Thai Temples by Using Thai Giants (Yak-Thai)

It was a creative media development project in the form of a mobile game application. The aim was to create a learning experience in conserving and fostering Thai local historical culture as well as promoting cultural tourism in Thailand for both



Thais and foreigners. Creating the feeling of pride in Thai arts and culture by playing the online game was also a key aim of this project. This game was produced by adding a story for the game player to travel to many important temples in order to find the small giants. The player would take the role of a big giant, representing the hero's characteristics, and had to chase and catch small giants hidden in various temple locations. The big giant must answer the questions correctly before catching the small giants so the player will gain knowledge and fun at the same time from the game.



'The legend of Phra Ruang' Project

This project was a 90-minute film using His Royal Literature of King Rama VI as the storyline. It emphasized the love and unity of the people in the nation and was presented in the form of a

contemporary musical film. This was one of the films produced in the early history of Thai film industry that its content represented the history of the Sukhothai period by setting a story linkage from the past to present. The main purpose of this project was to produce a contemporary movie that created a correct understanding in Thai society, especially the root of Thai nation, which could build a sense of unity and pride towards the country.



A ‘Safe and Creative Media Production Workshop’ for Professional Television Drama Scriptwriters



It was a workshop to promote and develop professional media producers or television drama scriptwriters as well as encourage the production of safe and creative media content for the public. Under the theme of “Disruption: The World Changes, So Do the (Script) Writers”, the workshop participants were the members of the TV Drama Scriptwriters Association, network partners, professional TV drama scriptwriter, and those interested. The workshop was organized in both online and onsite formats. In the workshop, the participants acquired skills in creating safe and creative media and they could produce media suitable for Thai social context. Also, they were able to design useful media that benefited people and society, develop TV drama concepts in a professional way, and put knowledge to practice in the production process of safe and creative media content for the public.



‘Hello Thailand’ Project

It was a continuation of the workshops for developing the potential of new TV drama scriptwriters — ‘Storytelling in Drama’ and ‘Telling a Famous Story’ — organized in cooperation with the TV Drama Scriptwriters Association. By screening and searching for the ‘White Elephants’ (Chang-Phueak), the talented storytellers/

TV screenwriters in each region of Thailand, the winner’s stories were produced in the form of safe and creative TV dramas. This project has created a new dimension of Thai drama production by building a collaboration with local network partners, giving opportunities for local people to apply to be the actors or team workers working with a professional production team. Also, the various places in different regions of Thailand were used as locations for shooting.

‘Sarn Sart’ Project: Knowledge Transfer from Original Artists to New Producers for Passing on a Body of Knowledge from the Master Artists to the New Generation



It was a project to record and collect a body of knowledge of the master artists accumulated from their past studies, research or experience, including practical abilities. The aim of this project was to pass on that knowledge to the new generation so

that they could create and produce media works that combined what was received from the master artists with the safe and creative media concepts.

The ‘Liar Challenge’ Project, an Online Game that Enhance Judgement in Receiving News from Traditional and Social Media for General Youth, Youth with Hearing Disabilities and Color Blindness

It was a game designed by considering the needs of children and youth with hearing and color vision disabilities in terms of issues, content, system design, game development, and public relations. This online game was launched by organizing on-ground activities at the target schools, including activities to persuade the target groups to participate in the project through www.Tasutet.com.



The ‘Winner Gamer’ Project... Game to Conquer the Dream



It was a program presenting the content concerning the former gamers, with the purposes of creating knowledge and understanding about game, developing game literacy, and sharing methods to win over one’s own self. As a result, the viewers of this program had a good attitude towards the use of technology for their benefit. They also helped to monitor the problem of game addiction in children and youth.

‘Lai Kanok Yok Siam Roaming’ Project



This TV program was to gradually establish the sense of love and pride of the country in people’s mind, with a conceptual framework to form a perception by providing easy to understand, accurate, complete and interesting information through the 6 episodes of a television program titled ‘The Greatest King of the Land.’ The availability of the program

was on both television and social media channels. Also, there was a selection of youth who had potential to disseminate the body of knowledge. The chosen youth participated in creative activities for learning at the actual location and the qualified speakers were there to pass on the knowledge to them.

The ‘Strong Hearted Person’ Project

Documentaries and video media that provided morale support and created hope for children, youth or the general public who faced life problems. By communicating about the problems in real-life situations, the audience could imagine, analyze, and learn how to cope with those problems. The content of this project affected life understanding as well as the encouragement and inspiration to continue to live.



‘Do Like the Buddhist Supreme Patriarch’ Project: Media Exhibition to Create Discipline and Public Consciousness



It was a media exhibition creating discipline and public consciousness through the teachings of His Holiness the 19th Supreme Patriarch of Thailand “Krom Luang Wachirayan Sangvara,” This exhibition could be viewed both at the Hall of Biography of the Supreme Patriarch Krom Luang Wachirayan Sangvara in Kanchanaburi and through the virtual exhibition via <http://www.nyanasamvara.com/>.

'Good Teachers Create Good People' Project

This project was to produce a 12-episode documentary program with a length of 15 minutes per episode. The main content was to admire people who had done good deeds and it took viewers to experience the differences of people from two generations as they passed on and exchange knowledge/ideas from generation to generation. In each episode, the role model or 'Good Teacher' (Gen B) who had made contributions to the country in various ways transferred their knowledge/ideas to the next generation (Gen X, Y, Z, and Alpha). So, the seeds of 'good people' were planted in Thai society.



A Short Documentary Project to Praise and Promote the Role Models in the Mae Sa-Kog Ma Biosphere Reserve and Doi Luang Chiang Dao



This project produced a short documentary that took viewers to get to know people who were connected by way of life and daily work to the watershed forest around Doi Suthep-Pui and Doi Luang Chiang Dao. Those people contributed to the conservation of the areas surrounding the two important mountains of Chiang Mai. These two areas has been declared by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as the reserves within the framework of UNESCO's Man and Biosphere Program. They were also global area models where people could live in the forest according to the sustainable process of conservation and development of natural resources.



The 'Rainbow Detective' Program

It was a series of 10 episodes of a drama for children presenting the main ideas regarding the equality and human rights of the pre-teens aged 8-12 years old. The content of the drama focused on personal rights violations at various levels, bullying or sexual abuse. Children who watched this drama could learn about and realized their personal rights, but no violation of other people's rights.

Signing of a Memorandum of Understanding (MOU) with Korea Creative Content Agency (KOCCA)

It was an event of MOU signing for promoting the production, access, and utilization of safe and creative media between Thai Media Fund (TMF) and the Korea Creative Content Agency (KOCCA) in the Republic of Korea. KOCCA is a government agency under the supervision of the Government of the Republic of Korea with responsibilities to implement policies, supervise, promote and support the Korean content industry, as well as making Korean culture known all over the world as Korean Wave. Currently, it is ready to work in collaboration with TMF to promote creative content.



The Power of Thai Youth to Build a Safe Society without Hate Speech

This project focused on cultivating young people to express positive verbal behaviors. By developing a course to build 'Sammavaca'—the morality of well-spoken words or right speech, the youth leaders were trained to be 'Thai Youth Leaders with No Hate Speech' who are cautious in expressing verbal and non-verbal behavior towards others. Those Thai youth, around 5,000 people, worked in schools to expand the impact of this project by campaigning against hate speech through social media channels. Besides, there was a public relations campaign to disseminate this project through the 10 clips of moral documentaries namely "Thai Youth with No Hate Speech."



STRATEGY 2

Promoting and Developing a Body of Knowledge for Creating Safe and Creative Media, including a Good Media Ecosystem

The mission of Thai Media Fund aims to promote education, research, body of knowledge development and media innovations, including the development of safe and creative media prototypes. It includes the synthesis and collection of knowledge related to media that are suitable for disseminating to the public to be a guideline in communication and media works creation for the media producers and those interested. Therefore, ‘promoting and developing a body of knowledge for creating safe and creative media as well as a good media ecosystem’ becomes one of the key strategies of TMF. In 2022, the overall performance and important activities under the strategy 2 were as follows.

A Database Prototype Project to Combat Fake News

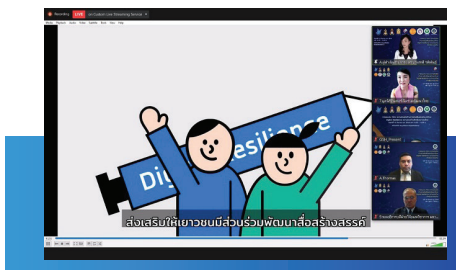
It was a project to create a prototype of database system for fact-checking which could help reduce fake news problems in the future. Besides, this project included the creation of an international network for building a body of knowledge and mechanism to counter fake news.



The Vaccine Solution Project: A Study on Digital Resilience and Cyberbullying of High School Students in 5 Regions of Thailand



The objective of this project was to study the baseline data on the issues of digital resilience and cyberbullying among the secondary school students in 5 regions of Thailand. The body of knowledge extracted from this research was applied to the design and production of



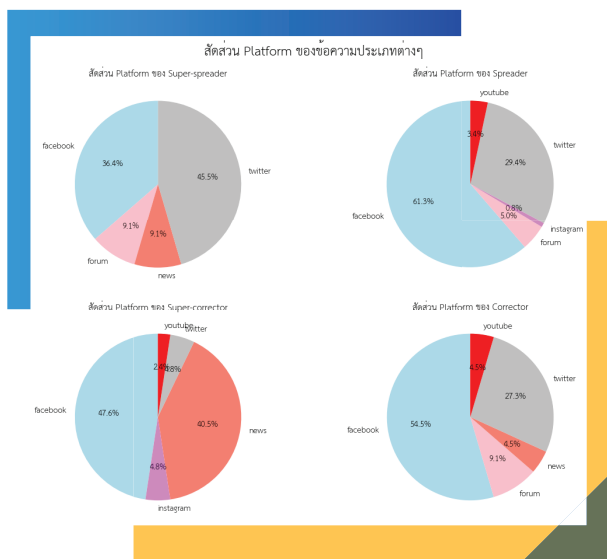
creative media innovations in the form of a comprehensive online platform for children, youth, teachers, parents and the general public. Therefore, everyone could be able to assess their level of digital resilience and learn how to increase immunity in the digital world, using the media produced from the project.

The Action Research Project on Learning Management and Media Prototype Development to Promote Media Literacy and Solve the Violence and Sexual Problems of Youth in Chonburi Province

The violence and sexual problems of youth in Chonburi was the origin of this action research project. This project was to study the level of media literacy on violence and sexual problems among youth in the area of Chonburi province. Besides, it was done to get a result from the action research on learning management and media prototype development to promote media literacy in order to solve the problems, as well as producing media prototype and promoting media literacy.

A Project to Stop the Spread of Fake News with Social Network Data

It was a project to analyze the spread of fake news in terms of distribution, nature, and origin. The study result was disseminated in an easy-to-understand format that could be used and further applied by the general public and stakeholders in the fake news detection process, such as news agencies, websites with a large number of followers, and fake news monitoring agencies. Also, the anti-fake news network driven by data and facts was developed as an output of this project.



STRATEGY 3

Promoting and Developing the Mechanisms and Processes for Media Screening, Media Surveillance and Media Literacy

The goals of this strategy are to promote and develop mechanisms for media surveillance through the process of promoting media literacy skills; supporting public participation through media literacy promotion networks; and developing a media screening process for surveillance at community, social and national levels. The major projects implemented under the Strategy 3 in 2022 were as follows:

The ‘E-Sarn COFACT’ Project: Stop Fake News, Ask for Truth

It was a project to develop skills, knowledge, and understanding about fake news detection mechanisms. This project created awareness and edited content for people in the Northeastern Thailand so they could be the communicators of accurate information and know how to choose and present information for the benefits of themselves, family and community. A mechanism to detect fake news was designed to add literacy skills on fake news checking in the E-Sarn region. Also, there was a development of database in cooperation with the leaders in fake news detection of 8 provinces, namely Ubon Ratchathani, Si Sa Ket, Roi Et, Maha Sarakham, Kalasin, Sakon Nakhon, Khon Kaen and Udon Thani, including the dissemination of various information and database covering the 8 provinces previously mentioned.



The ‘Detective Sai Sure x Sure Before Sharing’ Project



This project focused on the development of safe media, particularly the problems of fake news, misinformation, and disinformation or the use of various tricks to deceive people through the media. The main

objectives of the project were to organize workshops to promote literacy on fake news and misinformation; to raise awareness of how to distinguish, receive, verify, trust and forward information on different types of media to youths, teachers and the elderly; to sustainably create a network mechanism at the local level, connect, and extend the impact to the national level; and to develop a curriculum on fake news and misinformation for youths and the elderly.

The Development of Moral and Peace Media Network for Building Literacy on Fake News and Threats from Social Media in the Northeastern Thailand

It was a project to study and develop a body of knowledge regarding media literacy through opinion surveys, training, and discussion forums. This project aimed to educate and build immunity among religious leaders, children, youth and the general public in the Northeastern Thailand so that they could deal with fake news directing to the conflicts among local people. Besides, a network of moral and peace media was created by collaborating with religious organizations and network partners from all regions, under the context of ‘different but peaceful.’



‘A Handbook for Game-Addicted Children’ Project



กิจกรรมป้องกันลูกติดเกม

คู่มือสำหรับผู้ปกครอง
เรื่องการเล่นเกมคอมพิวเตอร์ของลูกและวัยรุ่น

Thai Media Fund recognizes the importance of reducing the problem of game addiction in children and youth. Therefore, a problem-related project should be implemented in a systematic and efficient way in order to alleviate the problem of game addiction and promote media literacy skills among youth. A handbook for game-addicted children was prepared in collaboration with a team of medical consultants, psychiatrists and psychologists. This handbook helped parents, caregivers, and game-addicted children by promoting skills, experience, and problem analytical thinking so all of them could solve problem together. Moreover, this project could develop media literacy skills among children and youth and promote their potential in learning life skills. For that reason, children and youth could improve themselves to be good and quality citizens of the society.

A Forum for a Network Dealing with Cyberbullying, Hate Speech and Fake News

This forum provided a space for media producers, academicians, professionals and stakeholders dealing with on cyberbullying, hate speech, and fake news. There were opportunities for exchanging experiences, analyzing the situations, and finding solutions together for the benefits of the entrepreneurs and current stakeholders, based on the real situations and case studies in society.



A Project to Develop a Network to Monitor Unsafe and Uncreative Media in 5 Regions



This project was created to develop the potential, ability and skills for media literacy, media surveillance, and media movement working together in terms of issues. Thai Media Fund, in cooperation with its network partners, prepared a handbook of media surveillance then organized a training session on the usage of the handbook for network leaders, and allow them to pass on the knowledge to students through trainings at the educational institutions participating in this project. Thus, students were encouraged to acquire media literacy and surveillance skills necessary for living in the digital age.

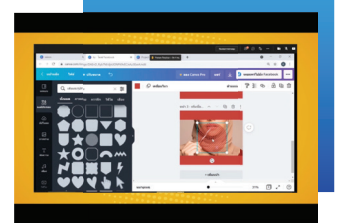
The Digital Investigation (Fact-Check) Workshop

A workshop project to increase fact-checking skills and ability for the media, academicians in related fields, and communications personnel of government and private agencies whose mission was to disseminate information, news, and facts to the public. In this project, those people were trained to apply the knowledge to work effectively and were able to transfer a body of knowledge and exchange experiences relating to safe and creative media. The speakers of this project were the experts in Digital Investigation (Fact-Check) from Agence France-Presse (AFP), an international news agency specializing in fake news detection.



Developing Safe and Creative Digital Advertising Media as a Mechanism for Promoting Media Literacy in Advertising Media Production for Students Who Own Online Stores.

It was a study both on qualitative and quantitative issues. The results gained from this study could be used as a mechanism to promote media literacy in advertising media production for students who own online stores. The main output of this project was a short-term training course for producing safe and creative digital advertising media.



A Project to Develop a Mechanism and Model Curriculum, including Training Teachers to be Communication Leaders with Media Literacy Skills

It was a project to develop a model curriculum for training teachers to be communication leaders and enhance their media literacy skills through a mechanism of teacher leaders' network. The qualified teacher leaders could expand the training to more teachers at the regional level. As a result, a wider social impact was created through the transfer of knowledge to students so they became media literate citizens.

The 'Cyber Security Volunteer Development' Project

The average time spent on social network of Thai people are increasing every year, especially in youth. Therefore, this volunteer training project was developed to improve judgement skills in using technology. The volunteers participated in a course for learning the skills required in using the Internet with a focus on raising awareness towards the dangers of digital

social media. This training aimed to encourage discretion and literacy in the use of social media. There was a volunteer activity to help stimulate people's awareness in helping each other in society. By creating a user/member system using avatar creation technique, the members could inform against cyber insecurity on the website (www.digitalvaccine.me). Besides, the training course was developed in the form of video media and infographics, and the user manual was available for members to use through the system.



STRATEGY 4

Promoting and Developing Social Communication Channels to Gain Awareness and Participation from the Public and Network Partners

This strategy is to promote and develop communication channels for society in order to create awareness and gain participation from the public and TMF network partners. The strategy 4 also focuses on further expanding the performance results relating to safe and creative media, supporting processes and partnerships as well as optimizing communication channels to support TMF operations. The implementation of strategy 4 has created important operation results in 2022 as follows:

A Forum to Promote Public Participation in 5 Regions

TMF has organized a forum to promote public participation in 5 regions during the year 2021-2022. The main purposes were to expand the networks of safe and creative media, media literacy, and information and digital; to promote and build participation among people in 5 regions; to disseminate knowledge and concept ideas concerning safe and creative media, media literacy, information and digital to the regional network partners; and to publicize the missions done according to TMF strategies and funding operations in order to create an opportunity to work with TMF.



A Collection of Short Stories “The Story We Dream of Bangkok”

It was a set of short stories written by 4 professional writers and 6 public writers. This collection of short stories projected the dreams, presented ideas, and expressed the needs of people in Bangkok. It reflected people’s voices as they wanted to solve social problems and develop Bangkok to be the ‘dream city.’ After published, this book was donated to the Bangkok City Library, universities in Bangkok area, and schools under the Bangkok Metropolitan Administration, with an aim to disseminate the safe and creative media to children, youth and the general public. So, everyone could equally access and use the media.



'Facebook Live Station': a Public Volunteer Media Project



The 'Facebook Live Station' was a media that created participation in solving various social problems. It was an online help center—a public volunteer media—acting as a mediator to coordinate between the people in trouble and the government or related agencies so the problems could be solved straight to the point.

The 2021 Digital News Excellence Awards

Thai Media Fund, in collaboration with the Online News Producers Association, organized the 2021 Digital News Excellence Awards for the reasons to encourage the online media producers to give importance on producing more quality digital news; to give morale support to the online media, digital journalists, and online news editorial teams that focused on producing the in-depth, creative and social-relieved news; and to enhance the quality of news presented through online media.



The Best Media Awards in Promoting Creative Learning



Thai Media Fund, in cooperation with the Office of Knowledge Management and Development (Public Organization), organized an honorary event for the best media promoting creative learning of the year 2022. This event aimed to promote, support and encourage Thai society to be aware of the media that promoted creative learning.

A Professional Media Forum to Promote Creative Dissemination of Media under the Topic: 'THE MEDIA: A NEW TURNING POINT'

Thai Media Fund collaborated with the Thai Radio and Television Journalists Association in organizing a forum for professional media in order to promote creative dissemination under a discussion topic of 'THE MEDIA: A NEW TURNING POINT (another turning point of media industry when the new world and the new normal was about to happen)' At the forum, there were speakers from professionals and academics side sharing experience to each others.



'Blooming Flowers Communicate the Goodness': A short Documentary for Promoting Morality

Thai Media Fund and the Moral Center (Public Organization) mutually integrated a working mechanism together with the network for creating engagement through public media. A short documentary promoting morality titled "Blooming Flowers Communicate the Goodness" was presented and disseminated with an aim to honor individuals, communities, and organizations that could be the moral role models for society.



The 36th TV Gold Awards

Thai Media Fund, Jamnong Rangsiluk Foundation, and Television Promotion Club collaboratively organized the 36th TV Gold Awards ceremony for promoting television as a creative media and giving morale support to those working behind the scenes in producing quality media works beneficial to society. Every one of the awards guaranteed the quality of work, both in terms of informativeness and entertainment.



Symphony Orchestra Performance by the Local Artists Inherited Music Culture of the Community

Thai Media Fund, in cooperation with Ajarn Sukree Charoensuk Foundation, organized a community music performance played by the local artists inherited the community's music culture. The symphony orchestra was planned to perform in 4 areas of the country.

Media Contest Project to Raise Citizen Awareness

Thai Media Fund, in collaboration with the King Prajadhipok's Institute, organized a media contest to raise citizen awareness on the topic of "Public Consciousness", allowing students aged between 8-12 years to participate in knowledge training and creativity expression through the design of storytelling media, photobooks, cartoon drawings, and video clips. The key objective was to develop and disseminate media that could create a quality citizen consciousness.



A Media Project to Raise Awareness of Children's Rights: A Series 'Come through Kru Tum' (Teachers do)

Thai Media Fund and the Office of the National Human Rights Commission of Thailand (NHRCT) mutually created a media project to raise awareness of children's right in the form of a series 'Come Through Kru Tum: Rights, Devaluation, and Obscenity.' This project aimed to exchange different perspectives between teachers and students which could lead to understanding and help create a safe space with a respect for human rights in the school.



The 'Endless Love for Mom' Project

Thai Media Fund, in collaboration with the Commission on Religion, Morality, Ethics, Arts and Culture of the Senate, by the Subcommittee on Morality and Ethics and its networks, organized an activity 'Endless Love for Mom' in honor of Her Majesty Queen Sirikit The Queen Mother on the auspicious occasion of Her Majesty the Queen's 90th Birthday Anniversary on 12 August 2022. Children and youth were invited to submit video clips showing their gratitude to the benefactors, especially the mom. All media works from this project were publicized and campaigned to promote the morality of gratitude during the month of August 2022.

A Short Story Contest Project: The 'Bannathorn Award'



Thai Media Fund, with the Writers Association of Thailand, organized a short story contest project 'Bannathorn Award' to encourage the creation of media works in the form of short stories and poetry. This contest could be a media space for publishing literatures; create awareness in the literary circle; inspire and encourage writers to create creative media.

The National Film Awards: The 30th Suphannahong



Thai Media Fund co-organized the National Film Awards: "The 30th Suphannahong...30 Young Jaew" to present the prestigious awards to honorable people in Thai film industry. Also, this event aimed to

demonstrate the potential of Thai film distribution. In addition to the announcement of the list of nominees for all 16 types of awards, from 17 Thai films released in 2021, the ‘Most Popular Thai Film of the Year 2021’ was launched as a new type of awards. People of all fields of occupations could participate in voting for their favorite movies through QR code scanning at the 10 locations throughout Bangkok where a sculpture of Suphannahong was decorated, or on the online system. The key objective of this national film awards was to find out which movies in 2021 were going to win the hearts of most people.

The Announcement of the 13th Nataraja Awards



The 13th Nataraj Awards Ceremony of the year 2021 organized in cooperation with Thai Media Fund, the Federation of Broadcasting and Television Professional Associations and other networks partners, was an online celebration event suitable for this era and the theme of ‘Challenging Forward’. This event aimed to show the power of media professionals who continued to create good creative works for the audience, despite the difficulties and obstacles currently encountered. The announcement of a total of 36 awards, divided into 6 categories, comprised of 5 radio awards, 6 television programs awards, 7 news programs awards, 11 television drama awards, 5 online platform drama and series awards, and 2 honor awards for radio and television programs.

A Storytelling Project about the Opportunity given to People with Disabilities to Enter the Working Society



Thai Media Fund and the Foundation of Asia-Pacific Development Center on Disability under the Royal Patronage of Her Royal Highness Princess Maha Chakri Sirindhorn (APCD) organized a project telling the stories about giving opportunity for people with disabilities to enter the working society.

The main objectives were to expand and disseminate knowledge on how to develop the sustainability in the skills training projects for people with disabilities in the food business sector, such as the ‘6o+Plus Project’ which was a ‘disability-inclusive business project.’ The final goal of this project was to generate incomes for people with disabilities as well as encourage people with disabilities to adapt themselves so that they could live in society like the normal people.



A Media Project to Disseminate Knowledge of Thai Handicraft Wisdom

Thai Media Fund produced a video media to disseminate the knowledge of Thai handicraft wisdom in order to promote the conservation, development, further expansion and dissemination of the knowledge of Thai handicrafts. This media project focused on community development, job creations, and income generation and it was also a driving power for the country both in the economic and social aspects. Besides, the project received kind support, i.e., the content useful for media production, from the Sirivannavari Nariratana's Universal Arts Foundation.

An Exhibition Project: 'Opening the Path to the Mournful Places by Following the Footsteps of the Lord Buddha in the Land of Buddhahumi'



Thai Media Fund and the That-Thong Temple (Wat That Thong Royal Monastery), in collaboration with the Embassy of India in Thailand, the Tri Rattanabhumi Club (the operator of the project to restore the Buddha Dhamma to the Buddha landscape), along with a network of Buddhist organizations, jointly organized an exhibition project titled 'Opening the Path to the Mournful Places by Following the Footsteps of the Lord Buddha in the land of Buddhahumi.' The objectives of this exhibition were to represent a long relationship between India and Thailand, especially in the aspects of religion and beliefs; to give knowledge to the public regarding the Buddhist holy sites across India which were more than the pilgrimage routes most of Thai people has known before; and to open a good opportunity to restore Buddhism back to the land of origin.



'Dek Ni Tade Uad Dee': A Media Creator's Potential Development Project for Communication Arts Students

Thai Media Fund and Dhurakij Pundit University (DPU) cooperatively organized a communication potential development project for students studying communication arts on the topic of 'Dek Ni Tade Uad Dee (Communication Arts Students Show Their Abilities).' Due to the importance on developing the skills of communication arts students in various areas of study and those students must take the role of media creators in society in the future, this project aimed to encourage them to develop their potential in creating media with a set of knowledge and the understanding of their roles as communicators. Therefore, the students who passed the training could become good creative media creators and be able to produce media for developing themselves, community and society in the future.

STRATEGY 5

Developing High-Performance Organization and Value Creation to the Safe and Creative Media

In the fiscal year 2022, TMF has operated its organization under the strategy 5: developing high-performance organization and value creation to the safe and creative media. The important details of performance results could be described in 7 aspects as follows.



The Aspect of Organization Management for Integrity and Transparency

- Announcing the declaration of integrity of the management
- Applying the no-gift policy
- Achieving a score of 93.05 percent (level A) for the Assessment of Integrity and Transparency (ITA)



The Aspect of Organizational Strategy Management

- Reviewing the 5-year strategic plan (2018-2022)
- Preparing of annual risk management plan and risk reduction activities
- Reducing the number of risks from 10 to 3 risks



The Aspect of Work System/ Organizational Structure

- Changing the organizational structure to be able to assign the important framework to each working unit so every unit can clearly appoint responsible persons, create a suitable manpower plan and job description, including the qualifications necessary for the job



The Aspect of Personnel Development

- Organizing 10 in-house training sessions
- Organizing 34 public training sessions
- Preparing a training roadmap for supporting the future working style



The Aspect of Information Technology System

- Creating a system to connect with the civil registration database
- Developing an information system to manage the projects applying for funding in phase 4
- Announcing the use of electronic signature and online meeting
- The result of Digital Government Readiness Assessment (DGRA) for government agencies in Thailand showed that the overall score of Thai Media Fund is ranked 54 out of 254 agencies, which is higher than the average score of departmental agencies and service agencies, also higher than the average score of agencies under the Ministry of Culture



The Aspect of Collaboration with International and Domestic Agencies

- Expanding collaboration as well as supporting activities in cooperation with domestic and international organizations



The Aspect of Internal Audit

- Issuing internal audit charter
- Planning an internal audit activity with clear risk assessment tools
- Creating an audit plan that apparently related to the organization's objectives and risks
- Comparing between the risk assessment result from the internal audit department and the management
- Preparing guidelines for auditing, monitoring, and operation as well as reporting to the Audit Committee or the top management every quarter

TMF Performance Evaluation

Performance Evaluation Results of Thai Media Fund According to the Criteria and Indicators of the Evaluation Committee in the Fiscal Year 2022

The assessment of TMF performance according to the criteria and indicators of the Evaluation Committee in the fiscal year 2022 has combined both quantitative and qualitative methodology—using research checklist, questionnaire, self-assessment, documentary research, secondary data, in-depth interview and focus group discussion as methods to collect data for indicator-based evaluation to cover the needs of all stakeholders on the basis of the indicators for each dimension. The indicator framework or criteria for TMF performance evaluation consists of indicators from 4 dimensions: effectiveness, efficiency, service quality and organization development. Then, the 2022 overall assessment result comes out at 4.8306 out of 5, which can be generalized that Thai Media Fund has been constantly developed their operations in every dimension. In detail, that total score of the fiscal year 2022 is 0.0321 points higher than the overall performance evaluation score of the fiscal Year 2021 (i.e., 4.7985). Also, it is significantly higher compared to the overall performance assessment scores of the fiscal year 2020 (i.e., 4.7758), the fiscal year 2019 (i.e., 3.4168) and the fiscal year 2018 (i.e., 3.1231).

The economic impact for 2022 analysis was conducted by using the input-output table (IOTs) of 180 sectors. The current edition of IOTs of Thailand is of the year 2015 and prepared by the Office of the National Economic and Social Development Council (NESDB), which categorizes the expenses from project implementation into 6 categories: remuneration and wage, overheads, material and supplies, cost of equipment, other expenses, and project management fees/ institutional subsidy fee. From the economic impact analysis, 139 projects were found completed in the fiscal year 2022 and the total amount of 417,841,273 baht was spent by those who were funded by the Office of Thai Media Fund, generating the total economic turnover of 1,513,229,176 baht or equivalent to 3.622 times the spending of grantees. In terms of social and cultural impact analysis, calculated from a total number of 139 projects and using the social return analysis method, it was found that the approved fund of 426,402,165 baht could generate social return valued 47,340,807,486 baht or equivalent to 111.02 times the amount of the approved fund.

Findings, Notices, and Recommendations from the TMF Performance Evaluation Committee



1. Management Issues

1.1 Social Listening: A survey of public perceptions towards the operations of Thai Media Fund, including the various media and production that TMF produced and supported.

Notices

Thai Media Fund has been produced a large number of media covering all groups of people in the country. According to the evaluation results of the projects completed in each fiscal year, it was found that the reach rates were very high in most target groups.

Recommendations

The Performance Evaluation Committee recommends Thai Media Fund to conduct social listening—a survey of public perceptions—towards their operations, including the various media that the Fund produces and supports production. Social Listening will give information regarding the public views on the Fund’s operations and the media produced and supported by the Fund, which will be useful in developing the management and funding of TMF in the future.

2. Fund Allocation Issues in the Fiscal Year 2022 for Greater Efficiency and Effectiveness



2.1 Fund allocation to the high-potential media producers in order to increase the impact of the media that TMF gives support.

Notices

TMF currently allocates the funds by dividing the grantees, based on the size of project, into 3 types: small projects (S), medium projects (M), and large projects (L). At the same time, there are types of funds allocated to support the experienced media producers with proven works or collaborative grant, as well as funds allocated to the past grantees for extending and building on their past project outputs. However, the criteria and regulations for granting and

during the granting duration still rely on the bureaucracy, which is not flexible enough for media producers.

Recommendations

In addition to supporting SME or startup media companies, community groups, and the public, the Performance Evaluation Committee recommends Thai Media Fund to allocate money to the high-potential media producers for increasing the impact of the media funded by TMF.

2.2 Research Project Funding: The defined research topics should be useful to TMF in planning and developing works according to its strategy.

Notices

At present, Thai Media Fund categorizes research projects into 2 groups: TMF funded research project and TMF own research projects. In the fiscal year 2022, the areas of research concentration were in Media Information and Digital Literacy (MIDL) as well as local media and public radio development. For the fiscal year 2023, the focused area of research will be on the development of Thai Soft Power.

Recommendations

The Performance Evaluation Committee recommends TMF to fund all types of research projects and define useful research topics in planning and developing works according to TMF strategy.



3. Promoting the Dissemination and Commercial Use of the Outputs Derived from the Funded Projects

3.1 Content Management: Collaborations with various platforms should be established to create channels for utilizing the existing media content.

Notices

Thai Media Fund has a total number of 717 projects completed.

Recommendations

The Performance Evaluation Committee gives a recommendation regarding content management that there should be collaborations with various platforms to create channels for utilizing the existing media content.



Thai Media Fund

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