

ANNEX II

Form for the submission of an anniversary proposal

A. Information concerning the personality/event to be commemorated

1. **Title of the event:** 100th Anniversary of the Birth of Kamphol Vacharaphol,
An Educational Publisher (1919-1996)
2. **Born:** 27 December 1919 **Died:** 1996
3. **Date (s) chosen for the celebration:** 27 December 2019
4. **Field of activity:** Education and Communication
5. **Brief description of the event:**

Kamphol is a public educator. Albeit without any formal education, he has been promoting information and education through his media enterprises. This self-learned philanthropist effectively used his daily newspaper for two key objectives—firstly, to educate the common folks (chao baan) on the country's political and economic condition; secondly, to fight against attempted news censorship by various Thai military dictatorship governments prior to 1992. His media professionalism and managerial skills have enabled the flagship newspaper, Thai Rath, to become the country's most popular vernacular newspaper since its publication in 1962. Since then, the paper has become one of the most influential voices in shaping Thailand's liberal political and economic development, which has made the country an open society with press freedom.

In 1993, he realized that informal education and news dissemination that he excelled earlier were insufficient to build up capable and knowledgeable young generation, especially those from rural areas. Therefore he decided to promote formal education through building new schools in needy faraway and inaccessible parts of Thailand. After a successful pilot school in Ayutthaya, he established the so-called "Thai Rath Witthaya" school networks. Within three decades, Kamphol spent approximately US\$100 million to build up the country-wide networks which is now covering a total of 101 schools taking in 30,000 students. Reflecting Kamphol's own personal wisdom and conviction, the schools have included two additional subjects—media literacy and civic duty studies. He believed that these courses would instill the students with a good public mindset and help them to become good citizens of the land.

6. **Describe the way (s) in which this event has had a genuine regional and/or worldwide impact.**

As the media proprietor of Thai Rath, the only independent and free vernacular daily in Southeast Asia throughout the 1960's, Kamphol was a well-known free media advocator. He was considered a pioneer in promoting press freedom in the region as nearly all the countries were still under dictatorial regimes. Prior to the formation of Association of Southeast Asian Nations in 1967, Thai Rath served as a model of other dailies in the region because of its firm editorial stands and protection of press freedom. Subsequently, the newspaper's senior editors have been assisting regional-based media organizations as well as training "the trainers" coming from their organizations. Subsequently, Thai Rath has included the Newspaper in Education (NIE) as part of its outreach programs. Now, ASEAN-based media enterprises and their journalists often visit the Thai Rath headquarter to learn more about media development in Thailand and the region. Some of them have been able to take classes or internships to learn about media know-how and update media technology. For the past decades, Thai Rath has been assigning officials to help both regional and local media

profession organizations such as Confederation of ASEAN Journalists, Southeast Asian Press Alliance and the Thai Journalists Association to ensure the sustainability of these organizations.

7. Web site (s) including the website established/designed for the anniversary celebration.

<http://www.thairath.co.th> , <http://www.thairath-found.or.th>

B. Co-sponsors (two Members States or regional group)

- Malaysia
- Republic of Korea

C. Anniversary to be celebrated

Centenary

D. Information on the activities held on the occasion by the country or countries concerned.

Place	Type of activity	Institution responsible	Time frame (start and end dates for the celebration)	Estimated cost (US\$)	Funds embarked/requested (under the Participation Programme)
In Thailand	1. Exhibition on Kamphol Vachraphol and his contribution in Education Development, including NIE programme 2. Seminar on Kamphol Vachraphol and press freedom advocacy 3. Seminar on Kamphol Vachraphol and NIE programme in Thailand 4. Building and Donate Ten New Schools to Thai Ministry of Education	Governmental agencies: 1. Thai Rath Foundation 2. Thai Journalists Association (TJA) 3. Thai Rath Newspaper	1 – 30 December 2019 March, 2019 January – December 2019	100,000 US\$ 10,000 US\$ 1,700,000 US\$	-
In Indonesia	NIE In ASEAN, From Kamphol Vachraphol to Present	Confederation of ASEAN Journalists	October, 2019	50,000 US\$	-

E. Links with UNESCO

1. Please indicate the UNESCO field (s) of competence to which this celebration is linked.

Education

Communication

- 2. Explain the contribution that such anniversary celebration can effectively make to the attainment of Member States' goals in UNESCO's fields of competence and in regard to the major priorities set in the Medium-Term Strategy (C/4) and Programme and Budget (c/5) approved by the General Conference.**

The Anniversary will mark the role of the media in contributing to educational development in Thailand and Southeast Asian Countries.

- 3. Form of participation requested from UNESCO**

-

- 4. Describe the way (s) in which this commemoration is consistent with and enhances UNESCO's goal and mission.**

The Commemoration will contribute to the Goal of Education Development and to the advocacy of freedom of expression to the media.

F. Other information

The attachment provides additional information about the life and work of this great man.
