



บันทึกข้อความ

ส่วนราชการ.....สำนักงานประชาสัมพันธ์ต่างประเทศ สรท. โทร. 0 2618 2323 ต่อ 1710-11

ที่.....นร.0209.03/2154.....วันที่.....12.....กุมภาพันธ์ 2552

เรื่อง.....ยูนิเซฟขอความร่วมมือจัดกิจกรรมเนื่องในวันวิทยุ-โทรทัศน์เพื่อเด็กสากลในวันที่ 1 มีนาคม 2552

เรียน ผอ.สรท. ผอ.สวท. และ ผอ.สปช. 1 - 8

ด้วย ABU แจ้งว่า สำนักงานใหญ่องค์การยูนิเซฟ ณ นครนิวยอร์ก ได้เรียกร้องให้องค์กรวิทยุ-โทรทัศน์ทั่วโลกจัดรายการพิเศษในวันที่ 1 มีนาคม 2552 ซึ่งเป็นวันวิทยุ-โทรทัศน์เพื่อเด็กสากล (International Children's Day of Broadcasting) โดยรายการพิเศษดังกล่าวอาจเป็นรายการเกี่ยวกับเด็กหรือรายการสำหรับเด็ก เพื่อให้โลกได้เข้าใจความรู้สึกนึกคิดของเด็กและเยาวชนในปัญหาสำคัญต่าง ๆ ที่เผชิญอยู่ในปัจจุบัน

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการตามที่เห็นสมควรด้วย จักขอบคุณยิ่ง

(นางลดาวัลย์ บัวเอี่ยม)

ผอ.สปต.

Fw: UNICEF : International Children's Day of Broadcasting 2009

From: **Wanna Vuthiaporn** (vuthiaporn@yahoo.com)
Sent: Wednesday, February 11, 2009 8:50:25 AM
To: abuthai@hotmail.com
Attachments: ICDB09_EN low-res.pdf (202.7 KB)



----- Forwarded Message -----

From: Kim <kim@abu.org.my>
To: Tatsuya Nakamura <nakamura@abu.org.my>
Cc: kcirillo@unicef.org; hanizah@abu.org.my
Sent: Tuesday, January 20, 2009 10:19:09 AM
Subject: UNICEF : International Children's Day of Broadcasting 2009

To: ABU Liaison Officers (Radio and TV members)

Dear Colleagues

INTERNATIONAL CHILDREN'S DAY OF BROADCASTING
Sunday, 1 March 2009

Please be informed that the UNICEF headquarters in New York is calling for participation in the International Children's Day of Broadcasting (ICDB), the details of which can be seen in the attached document.

Broadcasters around the world are invited to participate the global event which will be held on the first Sunday in March (formerly the first Sunday in December) to air special programming by, for and about children.

It is a project, where youth get involved in the media making process and the world is able to understand their thoughts and opinions on serious issues facing children today.

UNICEF also gives ICDB Awards to the best radio and TV programmes devoted to the ICDB. Last year Chinese broadcasters represented the region as the nominees for both TV and Radio and CCTV won the global ICDB Award.

More information can be obtained on their website:

www.unicef.org/icdb

Yours sincerely,

Tatsuya Nakamura
Director, Programme Department
Asia-Pacific Broadcasting Union

THE INTERNATIONAL CHILDREN'S DAY OF BROADCASTING AWARDS

The International Children's Day of Broadcasting Awards are presented annually to television and radio broadcasters who offer the best programming on the year's ICDB theme; involve young people in the production and presentation of TV programmes; and show a commitment to highlighting young voices year-round.

Awards are judged regionally, and winners will compete for the ICDB Awards in New York. Broadcasters are invited to enter their programmes produced for and aired during the 2009 ICDB on 1 March. **Deadline for entries: 15 June 2009.** For more information about the awards and entry forms, visit www.unicef.org/icdb.

Thièba Gapiasoni of Burundi and Clairence Maleka of DR Congo operate the camera during a oneminutesjr. video workshop in South Africa.



VOICES OF YOUTH

Voices of Youth provides young people with an online opportunity to explore, discuss and take action on issues that affect them. It offers discussion boards, interactive quizzes, live chats and news about ICDB. For more information, visit www.unicef.org/voy.

MEDIA MAGIC DIGEST

Subscribe to *Media Magic Digest*, a multimedia newsletter from Voices of Youth and ICDB with stories, audio and video about media projects involving young people around the world. The digest seeks to promote dialogue between broadcasters and young media enthusiasts. Learn more and sign up at www.unicef.org/voy/mediadigest.

THEONEMINUTESJR. PROJECT

Theoneminutesjr. project runs short video workshops with young people around the world. Participants learn basic camera skills and story development, and produce their own one-minute videos. UNICEF is looking for international broadcast partners that would like to air this free programming and sponsor workshops in their country. It is a great chance to produce youth-made content to use during the ICDB. Visit www.unicef.org/icdb.

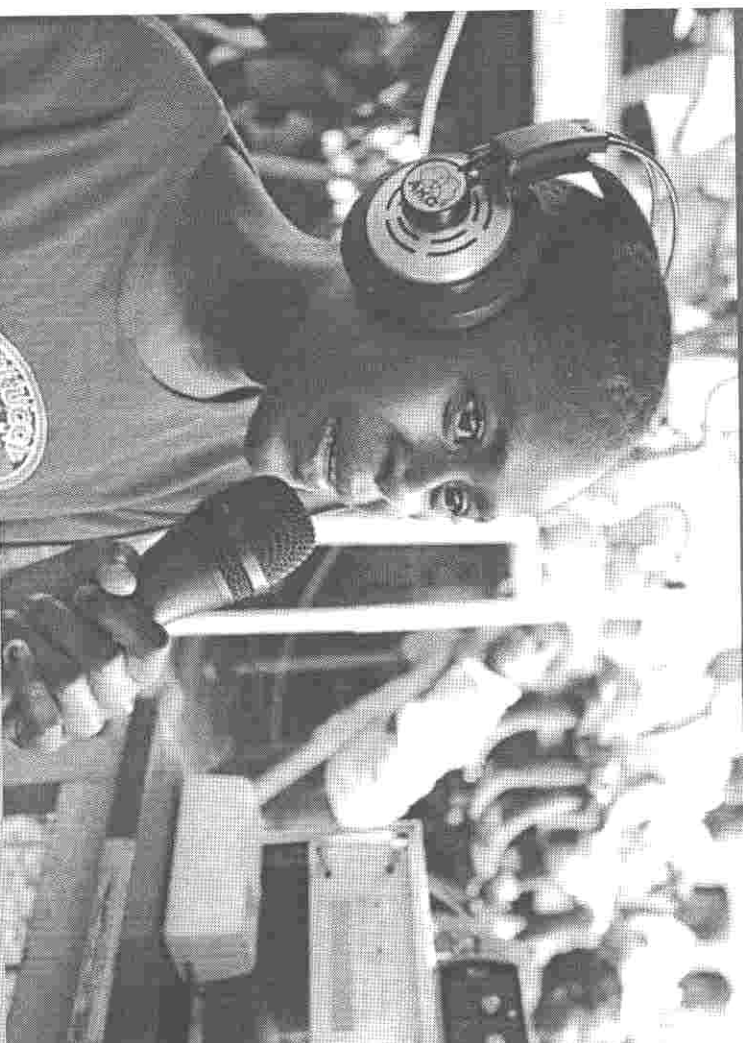
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www.unicef.org/icdb

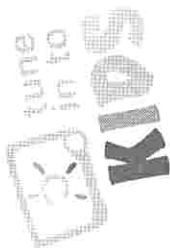
International Children's Day of Broadcasting

Sunday, 1 March 2009

UNITE FOR CHILDREN



unicef



Young people are often overlooked when it

comes to mainstream media. Our airwaves don't tend to make room for youth perspectives, perhaps because young voices are not perceived as important, or because media work by children and adolescents may not be as professional as that of well trained adults. It can be challenging to find strong youth characters on television or radio and even harder to find smart, educational content that is geared towards a young audience.

There is so much about this world that young people need to learn – from politics and history to culture and ethics. And it's important to

tell these stories in a way that sparks young people's interests and invites them to join in the conversation.

The **International Children's Day of Broadcasting (ICDB)** was created to do just that. It is a day, celebrated globally, when broadcasters air programming by, for and about young people.

On **1 March 2009**, we invite television and radio broadcasters around the world to **Unite for Children: Tune in to Kids!** What do children and young people care about most? What are their values, fears and dreams?

Many children around the world share the same ideals, even if their lives are vastly different. **Tune in to Kids!** will give us a platform to hear

their opinions, see their perspectives and listen to their stories.

Broadcasters can create special programming for the day or package existing programming as a marathon ICDB event. UNICEF can provide logos, graphics, spots and short programming to help shape and brand ICDB specials. UNICEF can also help connect broadcasters with local youth media organizations that are looking for an outlet for their television and radio productions.

Join us in celebrating the 2009 International Children's Day of Broadcasting! The success of ICDB hinges not only on the support of broadcasters, but also the participation of children. When young people's voices are heard, the benefits are exponential.

WHAT CAN BROADCASTERS DO?

- Celebrate the positive action taken by children, families and communities to improve their own lives.
 - Report on ways to improve children's lives.
 - Develop programmes with strong, intelligent young characters.
 - Help children become aware of what's happening around them and in the lives of other kids worldwide.
 - Invite young people into the studio to host programmes and talk shows.
 - Have youth interview local and national leaders about important issues.
 - Air programming created by local and national youth media groups.
 - Host workshops to teach young people production and media skills.
- Visit www.unicef.org/icdb for more suggestions on what broadcasters can do.

Youth support: Josephine Nyanzi is a member of the National Youth Leadership Training (NYLT) in Kampala, Uganda. She is a member of the National Youth Leadership Training (NYLT) in Kampala, Uganda. She is a member of the National Youth Leadership Training (NYLT) in Kampala, Uganda.



Girls who have experienced abuse are interviewed for a radio show.

