



## กรมศึกษา บันทึกรับข้อความ

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

ที่ นร 0209/สปต./-2006 วันที่ 16 พฤษภาคม 2547

เรื่อง การประกวดชิงรางวัลของ ABU ประจำปี ค.ศ.2004

เรียน อปส. ผ่าน รปส.(นายปราโมช รัฐวินิจ)

### เพื่อโปรดพิจารณา/สั่งการ

#### 1. ข้อเท็จจริง

1.1 ABU เชิญ กปส. ส่งผลงานด้านวิทยุและโทรทัศน์เข้าร่วมประกวดชิงรางวัล ABU Prizes) ประจำปี ค.ศ.2004 ดังนี้

##### ด้านวิทยุ มี 5 ประเภท ได้แก่

- ละคร
- รายการที่ให้ทั้งสาระและความบันเทิง (Infotainment)
- รายการสำหรับเด็กและเยาวชน
- ข่าวและสารคดี
- รายการเพื่อผู้ฟังในต่างประเทศ ในหัวเรื่อง "Human Slave Trade"

##### ด้านโทรทัศน์ มี 5 ประเภท ได้แก่

- ละคร
- รายการบันเทิง (ยกเว้นละคร)
- รายการสำหรับเด็กและเยาวชน
- ข่าวและสารคดี
- รายการด้านกีฬา

ทั้งนี้ กปส. สามารถส่งผลงานเข้าร่วมประกวดประเภทละไม่เกิน 1 ผลงาน ยกเว้นการประกวดรายการด้านกีฬา (Sports Programmes) สามารถส่งได้ไม่เกิน 2 ผลงาน นอกจากนี้ ABU ยังมีรางวัลพิเศษด้านวิทยุและโทรทัศน์อีกด้านละ 1 รางวัล โดยจะคัดเลือกจากรายการที่ส่งเข้าประกวดที่มีเทคโนโลยีและต้นทุนต่ำ แต่สามารถแสดงออกถึงความคิดสร้างสรรค์และนวัตกรรมใหม่

1.2 รางวัลของแต่ละประเภทประกอบด้วยถ้วยรางวัล ใบประกาศนียบัตร และเงินสด 2,000 เหรียญสหรัฐ ยกเว้นการประกวดรายการเพื่อผู้ฟังในต่างประเทศ (External Broadcast Programmes) ผู้ชนะจะได้รับเชิญไปเยือนองค์กรสมาชิก ABU 1 แห่ง

1.3 ผลงานที่ส่งเข้าร่วมประกวดจะต้องส่งไปถึง RTM – มาเลเซีย ภายในวันที่ 15 กรกฎาคม 2547 (รายละเอียดต่าง ๆ ปรากฏตามเอกสารของ ABU ที่แนบ)

/2. ข้อพิจารณา.....

## 2. ข้อพิจารณา

เนื่องจากการประกวดแต่ละประเภทจะส่งผลงานได้เพียง 1 หรือ 2 ผลงานเท่านั้น จึงเห็นควรให้ สวท. เป็นผู้รับผิดชอบในการคัดเลือกผลงานที่จะส่งเข้าประกวดด้านวิทยุ และ สทท.11 รับผิดชอบคัดเลือก ผลงานที่จะส่งเข้าประกวดด้านโทรทัศน์ โดยในเบื้องต้น สปต. จะได้แจ้งเวียนทาง Intranet เพื่อหน่วยงาน ที่เกี่ยวข้องส่งผลงานให้ สวท. และ สทท.11 พิจารณาคัดเลือกต่อไป

จึงเรียนมาเพื่อโปรดพิจารณาสั่งการตามที่เห็นสมควรด้วย จะขอขอบคุณยิ่ง

ที่ นร 0209/สปท/ว. 82

เรียน ผอ.สวท. ผอ.สทท. และ ผอ.สปท.1-8

เพื่อโปรดพิจารณาดำเนินการต่อไป

หากหน่วยงานใดมีผลงานที่เห็นควรส่งเข้า  
ประกวด ขอให้จัดส่งไปยัง สวท.และ สทท.

ภายในวันที่ 15 มิ.ย. 47



(นางภัทริยา สู่มะโน)

ผอ.สปต.



12 พ.ค. 2547



ร. ผอ.สปต.

12 พ.ค. 47



นางอสุภาศิริ สุชาติเวชภูมิ)  
อธิบดีกรมประชาสัมพันธ์



abuthai@hotmail.com

Printed: Saturday, May 1, 2004 9:55 PM

**From :** Anothai <anothai@prd.go.th>  
**Reply-To :** "Anothai" <anothai@prd.go.th>  
**Sent :** Friday, April 23, 2004 6:10 AM  
**To :** abuthai@hotmail.com, "sukanda@prd.go.th"@mail.prd.go.th  
**Subject :** Fw: CALL FOR ENTRIES!! THE ABU PRIZES 2004

📎 Attachment : CallforEntries(final).doc (140 KB), ContestRules.doc (62 KB)

----- Mensagem Original -----

From: "Kim" <kim@abu.org.my>  
To: "sakitsu.h@abu.org.my" <sakitsu.h@abu.org.my>  
Subject: CALL FOR ENTRIES!! THE ABU PRIZES 2004  
Date: 20/04/04 09:15

April 20, 2004

To : All ABU Liaison Officers (Members & Affiliates)

Dear Colleague

The competition for the ABU Prizes has started!!

Attached herewith the "Call for Entries" and "Revised Contest Rules".

We plan to upload the above documents together with the "Entry Form" on the ABU website sometime this week. Also, we will mail you all relevant documents by the beginning of May.

I look forward to receiving your interesting entries!

Best regards

Haruo Sakitsu  
Director, Programme Dept  
Asia-Pacific Broadcasting Union

Message sent using กรณประชาสัมพันธ์

# THE 2004 ABU PRIZES COMPETITION IS NOW OPEN !

This year ushers in the new and exciting reforms for the ABU Prizes

- Award categories have been refined to reflect the realities of programme trends
- The "Special Jury Prize" was created both for radio and TV
- The ABU members will have the chance to view the shortlisted TV programmes at the ABU General Assembly venue

## **NEW!**

### **"SPECIAL JURY PRIZE"** (For Radio & Television)

From among all the entries submitted, one prize each for Radio and TV will be awarded to recognise the work of producers from less developed member countries whose entries are creative and innovative despite the limited resources available.

ABU Prize trophy

US\$2,000 cash award

## **CATEGORIES FOR RADIO**

### **DRAMA**

*Includes serials/series or a single episode drama*

ABU Prize trophy

US\$2,000 cash award sponsored by Hosono Bunka Foundation (HBF-Japan)

### **INFOTAINMENT**

*Programmes that are informative and are presented in an entertaining manner, including talk radio, game/quiz programmes and music/variety programmes.*

ABU Prize trophy

US\$2,000 cash award (sponsor to be announced)

### **CHILDREN & YOUTH**

*Programmes intended for the entertainment and/or education of children and youth*

ABU Prize trophy

US\$2,000 cash award sponsored by KBS-Republic of Korea

### **NEWS & DOCUMENTARY**

*News Reporting, News Analysis, Current Affairs and Documentary programmes*

ABU Prize trophy

US\$2,000 cash award sponsored by TBS-Japan

### **EXTERNAL BROADCASTS**

*Programmes produced for international broadcast and based on the subject "Human Slave Trade"*

ABU Prize trophy

All-expenses paid visit to a member broadcasting station for the winning producer sponsored by Radio Canada International/BBC World Service/Voice of America

## **CATEGORIES FOR TELEVISION**

### **DRAMA**

*Includes serials/series or a single episode drama*

ABU Prize trophy

US\$2,000 cash award sponsored by Hosono Bunka Foundation (HBF-Japan)

## ENTERTAINMENT

*Any programme format, except dramas, including musicals, music concerts, singing/talent contests, music television, variety, talk shows, game/quiz shows, one-off specials, stage plays, skits*

ABU Prize trophy

US\$2,000 cash award sponsored by MBC-Republic of Korea

## CHILDREN & YOUTH

*Programmes intended for the entertainment and/or education of children and the youth*

ABU Prize trophy

US\$2,000 cash award sponsored by SBS-Australia

## NEWS & DOCUMENTARY

*News Reporting, News Analysis, Current Affairs and Documentary programmes*

ABU Prize trophy

US\$2,000 cash award sponsored by NHK-Japan

## SPORTS

*Best Sports Documentary*

ABU Prize trophy

US\$2,000 cash award sponsored by RTPRC-People's Republic of China and TVB-Hong Kong

## SCHEDULE

- Deadline for Submission of entries : July 15, 2004
- Pre-selection for TV : August 5-7, 2004
- Final Judging : September 21-22, 2004
- Awards Presentation : September 26, 2004

## ENTRY CONDITIONS (See Contest Rules)

- The ABU members and affiliates are eligible to enter the competitions
- Entries must have been first broadcast between **July 1, 2003** and **June 30, 2004** (between **March 1, 2002** and **June 30, 2004** for Sports Programmes)
- Entries must not have been entered for a previous ABU Prize competition
- Programmes which have won a prize in any other international competition are eligible
- Entries must reach the ABU Secretariat by **July 15, 2004**

## ENTRY FORMATS

- Radio entries must be in DAT, CD, or high quality audio cassette
- TV entries must be in VHS (PAL/NTSC/SECAM)\*

\*For the TV categories and the Special Jury Prize (TV), the pre-selection jury will choose shortlisted entries for the Final Judging. The ABU will request the organisation to send the shortlisted programme in Betacam SP (PAL).

## WHERE TO SEND YOUR ENTRIES

Entries, including the Entry Forms and scripts, must be sent in one package by courier or by air cargo with freight prepaid to:

Mrs Mazura Mansur  
ABU Prizes 2004  
Head, International Relations  
Radio Television Malaysia (RTM)  
2<sup>nd</sup> Floor, Wisma TV Angkasapuri  
50614 Kuala Lumpur, Malaysia  
Tel: (603) 2282 7752; Fax: (603) 2282 4735

## **NOTIFICATION & ENQUIRIES**

For contest enquiries and notification of package waybill and flight numbers, contact:

Ms Robana Govindaraju  
Programme Department  
Asia-Pacific Broadcasting Union  
Angkasapuri  
50614 Kuala Lumpur, Malaysia  
Tel: (603) 2282 2480/3592  
Fax: (603) 2282 4606/5292  
Email: [abuprizes@abu.org.my](mailto:abuprizes@abu.org.my)

All freight and postage charges must be borne by the participating organisation.

# **CONTEST RULES**

## **ABU PRIZES FOR RADIO & TELEVISION PROGRAMMES**

### **ARTICLE 1 : PREAMBLE**

In 1964, the first General Assembly of the Asian Broadcasting Union, now known as the Asia-Pacific Broadcasting Union (ABU), approved the establishment of an international competition for radio and television programmes to be known as the ABU Prizes.

During its 40<sup>th</sup> General Assembly in 2003, the ABU adopted a resolution empowering a working party to approve changes in the rules of the ABU Prizes. Following this resolution, the Working Party for the ABU Prizes was formed in 2004. Its aim is to enhance the prestige of the ABU Prizes in line with the ABU's objective of promoting excellence in broadcasting.

The ABU Prizes shall be held annually and governed by the terms stated in these rules (the "Contest Rules").

### **ARTICLE 2 : OBJECTIVES**

The ABU Prizes aims to promote the production of radio and television programmes of a high standard in order to raise educational and cultural levels and to strengthen international understanding among the peoples of the ABU member/affiliate countries and regions.

### **ARTICLE 3 : CATEGORIES**

There shall be separate prizes for five (5) categories each for radio and television programmes, as follows:

#### **RADIO PROGRAMMES**

##### **1. Drama**

Includes serials/series or a single episode drama.

##### **2. Infotainment**

Programmes that are informative and are presented in an entertaining manner.

##### **3. Children & Youth**

Programmes intended for the entertainment and/or education of children and youth.

##### **4. News & Documentary**

News Reporting, News Analysis, Current Affairs and Documentary programmes

##### **5. External Broadcasts**

Programmes produced for international broadcast and based on a subject chosen by prize sponsors.

#### **TELEVISION PROGRAMMES**

##### **1. Drama**

Includes serials/series or a single episode drama.

##### **2. Entertainment**

Any programme format, except dramas, (e.g. musicals, music concerts, singing/talent contests, music television, variety, talk shows, game/quiz shows, one-off specials, stage plays, skits).

##### **3. Children & Youth**

Programmes intended for the entertainment and/or education of children and youth.

##### **4. News & Documentary**

News Reporting, News Analysis, Current Affairs and Documentary programmes.

##### **5. Sports Programmes**

Alternating over three (3) years, for Best Sports Documentary, Best Live Coverage, and Best Programme Opening Title Sequence.

### **ARTICLE 4 : SPECIAL JURY PRIZE**

From among all the entries, one(1) entry each for Radio and Television shall be awarded a "**SPECIAL JURY PRIZE**" to recognise the work of producers from less developed member countries whose entries are creative and innovative despite the limited resources available.

### **ARTICLE 5 : ELIGIBILITY**

5.1 All ABU members and affiliates are eligible to enter the competitions.

5.2 Each entry must have been broadcast for the first time by the ABU member or affiliate submitting it, not more than twelve (12) months (28 months for Sports Programmes) prior to the date to be determined by the ABU Secretariat.

5.3 Programmes which have been entered for a previous ABU Prize competition are not eligible. Programmes which have won a prize in any other international competition are eligible.

5.4 Entries must be free from political propaganda and/or advertising.

### **ARTICLE 6: ENTRIES**

6.1 Each ABU member and/or affiliate may submit one (1) entry in each of the categories for Radio and Television, except in the case of the ABU Prize for Sports Programmes in which an ABU member and/or affiliate may submit a maximum of two (2) programmes.

6.2 Each entry shall be accompanied by six (6) copies (4 for Sports Programmes) of its script in English. The entry, together with the fully completed official Entry Form and the script in English, must reach the ABU Secretariat on or before the deadline for submission of entries.

6.3 Each entry for Television and Radio must be between 10-60 minutes in length.

6.4 If an entry for the Infotainment Radio category is more than 60 minutes, the entry to be submitted should consist of: (a) 30-60 minute excerpts of the whole programme; (b) script in English of the excerpts; and (c) a written description of the format and structure of the entire programme.

#### **ARTICLE 7 : PRE-SELECTION**

7.1 For the Television categories (except Sports Programmes) and the Special Jury Prize for Television, the ABU Secretariat shall appoint members of pre-selection juries who shall pre-select and shortlist entries from all entries received for the Television categories (except Sports Programmes).

7.2 The pre-selection juries may change an entry's category into another suitable category upon confirmation with the organisation submitting the entry.

#### **ARTICLE 8 : FINAL JUDGING**

8.1 Except for Sports Programmes, the juries for Radio and Television categories shall comprise five (5) persons representing different ABU members or affiliates. The members shall be appointed by the ABU Secretariat, taking into account geographic balance and other relevant matters. There shall be no more than three (3) Full members in each jury.

8.2 The jury for the ABU Prize for Sports Programmes shall comprise three (3) persons and shall be appointed by the ABU Sports Group, taking into account the need to have a mixture of talented persons from a variety of sources. This jury may include persons not employed by the ABU members or affiliates.

8.3 The members of the juries, except the juries for External Broadcasts and Sports Programmes, shall meet prior to each ABU General Assembly.

8.4 The juries for External Broadcasts and Sports Programmes shall work by correspondence.

#### **ARTICLE 9 : RESPONSIBILITIES OF PRE-SELECTION AND FINAL JUDGING JURIES**

9.1 Each jury shall elect a chairman from among its members and shall determine its own procedure for assessing the entries and for voting. Each jury shall decide on a majority vote and each jury member including the chairman shall have one (1) vote only.

9.2 Each jury shall prepare a written report, approved by its members, summarising its decisions and any other matters which the jury considers should be brought to the attention of the ABU General Assembly.

9.3 In the event of any entry being disqualified by a jury for the final judging, the chairman shall report the reason for disqualification to the ABU Secretary-General, who shall convey it to the member which submitted the entry.

9.4 The decision of the juries shall be final.

#### **ARTICLE 10 : PRIZES**

10.1 If the jury considers that none of the entries is worthy of a prize, the jury may decide not to award that prize in the year concerned.

10.2 In addition to awarding the prizes, each jury may commend not more than two (2) entries for each category and for the Special Jury Prize.

#### **ARTICLE 11: HOST ORGANISATION**

The host organisation for the ABU General Assembly concerned shall be responsible for the necessary arrangements for the competitions and related activities for the particular year.

#### **ARTICLE 12 : MISCELLANEOUS**

The amendments to these Contest Rules approved by the Working Party for the ABU Prizes shall take effect from April 16, 2004.