



บันทึกข้อความ

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

ที่ นร 0209/สปต./ ๗๑

วันที่ ๗ มิถุนายน 2547

เรื่อง การประกวดรายการโทรทัศน์สำหรับเด็ก ABU CASBAA UNICEF Child Rights Award 2004

เรียน ผอ.สรท.11 และ ผอ.สปช.1 - 8

เพื่อโปรดพิจารณา / ดำเนินการ

1. ข้อเท็จจริง

ABU ร่วมกับ CASBAA และ UNICEF จัดประกวดรายการโทรทัศน์สำหรับเด็กประจำปี ค.ศ. 2004 (ABU CASBAA UNICEF Child Rights Award 2004) รายการที่ส่งเข้าประกวดจะต้องเป็น รายการที่ผลิตในภูมิภาคเอเชีย-แปซิฟิก และออกอากาศระหว่างเดือนเมษายน 2546 – กรกฎาคม 2547 ความยาวของรายการไม่ควรเกิน 60 นาที จะเป็นรายการที่ผลิตสำหรับผู้ชมวัยเด็ก หรือเป็นรายการที่มี เนื้อหาเกี่ยวกับเด็กก็ได้

ผู้สนใจจะต้องส่งรายการไปยัง ABU ภายในวันที่ 2 สิงหาคม 2547

2. ข้อพิจารณา

สปต. ขอให้ สรท.11 และ สปช.1 - 8 พิจารณาคัดเลือกรายการที่เห็นควรส่งเข้าประกวด โดยขอให้ สรท.11 เป็นหน่วยงานหลักในการดำเนินงานดังกล่าว

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จะขอบคุณยิ่ง

(นางภทรียา สุมะโน)

ผอ.สปต.

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114Kb application/pdf

Dear K.Sukanda,
Please proceed the matter. I don't remember if we have circulated this matter to other Regional Centres. If not, please do.
P'Taw

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

From: "Robana" <robana@abu.org.my>

To: "robana@abu.org.my" <robana@abu.org.my>

Subject: Child Rights Award 2004

Date: 01/06/04 03:46

Dear all,

Just a reminder that the entry for the above should be received by **August 2, 2004**

Regards

Robana

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Television Broadcasters and Producers:
You have the power...so take action now!

ABU CASBAA UNICEF CHILD RIGHTS AWARD 2004

A Call to TV Broadcasters and Producers

The ABU and CASBAA are now calling on Asia-Pacific broadcasters and producers for entries for the ABU CASBAA UNICEF Child Rights Award 2004. The Award is presented each year to the best television programming on children's rights produced in the Asia-Pacific region. There is only one category and one winner.

Programmes both for children and about children are eligible and can cover any child rights' issue. Entries can include documentaries that detail the plight of children, dramas that help break down stereotypes and discrimination, or animation that teaches and entertains.

Entries must have been broadcast between August 2003 and July 2004, should not exceed 60 minutes in length, and must be received by **August 2, 2004**. The Award will be presented at the ABU General Assembly in Kazakhstan on September 26, 2004. Entrants must specify who would collect the Award should the entry win. The winner will be flown to Kazakhstan for the award ceremony.

Television plays a significant role in shaping children's social and emotional development. Almost 90 percent of Asian homes and children in the region watch an average of 2-5 hours of television per day, and in some countries they watch as many as 20 hours per week. The ABU CASBAA UNICEF Child Rights Award was launched in 2001 to recognise the efforts of TV broadcasters and producers in pursuing both the production of top quality children's programming and better news coverage of children's issues.

For the past three years, the Award has proven a tremendous success attracting entries from across the East, South and Central Asia and the Pacific. Past winners include:

- ☐ 2003: "Angels in Prison" by Philippines' GMA-7 Channel
- ☐ 2002: "Child Soldiers" by Radio Television Hong Kong
- ☐ 2001: "Children Will Grow" by the Japan's Mainichi Television

The Global Movement for Children

The Global Movement is about encouraging and inspiring every individual and every organisation to invest in children by doing all they can for and with children. It is a call to change the world with children.

Millennium Development Goal

The global community has ambitious goals for the world's children. At the UN Special Session for Children in May 2002, world leaders, youth delegates and representatives of civil society organisations established specific time-bound goals to create 'A World Fit for Children', WFFC. Meanwhile in September 2000 at the Millennium Summit, the

United Nations Member States endorsed a set of goals to be achieved by 2015 - the Millennium Development Goals, MDGs.

As a whole, the WFFC and MDG goals reflect simple universal aspirations for: long life, good health, a stimulating education and equity between men and women, boys and girls.

'World Fit for Children'

Broadcasters and producers alike have a major role to play in helping our children reach these aspirations and in promoting a 'World Fit for Children'. By signing the Declaration of the Asia-Pacific Television Forum on Children and Youth in February 2001, more than 120 regional broadcasters responded to the call from Nelson Mandela and Grace Machel to join the Global Movement for Children.

For further information about the UN Convention on the Rights of the Child, A World Fit for Children and Millennium Development Goals visit www.unicef.org

Rights of the Child

THE RIGHTS TO life, survival, development, information, participation, education, freedom of expression, play and recreation, protection from illegal drugs, direct contact with both parents, a standard of living adequate for physical, mental, spiritual, moral and social development, a name and nationality, freedom of thought, conscience and religion, health care, justice, culture, religion and language, and protection from sexual exploitation and abuse.

"We challenge those who currently enjoy the riches of the world to take their knowledge and power, their technologies and resources, and most of all, their imagination and creativity, and help make the world better for children."

Nelson Mandela & Grace Machel

ABU – www.abu.org.my



The Asia-Pacific Broadcasting Union is a non-profit, non-government, professional association of broadcasting organisations, formed in 1964 to encourage regional and international cooperation by broadcasters, to improve the programmes, skills and technologies of its member, and to encourage the harmonisation of operating and technical broadcasting standards and systems in the Asia-Pacific region. It currently has over 100 members in 52 countries, reaching a potential audience of about 3 billion people. Many of these members are broadcasters in developing countries in which the ABU undertakes technical, programming and legal advisory missions and training workshops. The ABU also works closely with the regional broadcasting unions in other parts of the world and with many international organisations and UN agencies on matters of common concern.

CASBAA – www.casbaa.com



The Cable & Satellite Broadcasting Association of Asia is the region's leading non-profit trade organisation for the promotion of multi-channel television and data transmission via cable and satellite networks.

CASBAA represents some 125 Asia-based corporations, which in turn serve more than 3 billion people. Member organisations include ABN AMRO, AsiaSat, ASTRO, Bloomberg Television, Discovery Networks Asia, Galaxy, IBM, Motorola, MTV Networks Asia Pacific, PCCW, SPE Networks Asia, STAR Group, Sony Pictures Television International, Turner International Asia Pacific, UBC, Arianespace, ESPN STAR Sports, Encore, BBC World, Boeing Space Systems, CNBC Asia, i-Cable, JSAT, Mediacorp, PricewaterhouseCoopers, StarHub, Walt Disney Television International and Time Warner.

UNICEF - www.unicef.com



Guided by the Convention on the Rights of the Child, UNICEF is charged with establishing and promoting "international standards of behaviour towards children."

Supporting Organisations

