



## บันทึกข้อความ

ส่วนราชการ สำนักงานการประชาสัมพันธ์ต่างประเทศ สงต. โทร. ๐ ๒๖๑๘ ๒๓๒๓ ต่อ ๑๗๑๐ - ๑๑

ที่ นร ๐๒๐๙.๐๓/ว ๕๖ วันที่ ๒๕ มกราคม ๒๕๕๔

เรื่อง การประกวดรายการโทรทัศน์และรายการวิทยุของ AIBD ประจำปี ๒๕๕๔

เรียน ผอ.สทท. ผอ.สวท. และ ผอ.สปช. ๑-๘

AIBD จะจัดประกวดรายการโทรทัศน์และรายการวิทยุประจำปี ๒๕๕๔ โดยมีการประกวดใน ๓ ประเภทรางวัล ได้แก่

๑. AIBD TV Award on the best TV programme sized for new media – Internet or Mobile เป็นการประกวดรายการโทรทัศน์ที่มีรูปแบบและเนื้อหาเหมาะสมกับการเผยแพร่ผ่านทางอินเทอร์เน็ตหรือโมบายทีวี โดยมีความยาวรายการไม่เกิน ๖๐ นาที
๒. AIBD Radio Award on the best Web Radio เป็นการประกวดเว็บไซต์วิทยุออนไลน์ โดยคำนึงถึงการมีส่วนร่วมของผู้ฟัง การสร้างสรรค์ การผลิตรายการเสริมเพื่อเผยแพร่ผ่านเว็บไซต์โดยเฉพาะ นอกจากนี้ยังจะพิจารณาโครงสร้างเว็บไซต์ การใช้งานและคลังเก็บรายการด้วย
๓. Reinhard Kuene's Radio Award on the best radio programme dealing with forest issues เป็นการประกวดรายการวิทยุที่ส่งเสริมจิตสำนึกในการอนุรักษ์ผืนป่า รวมทั้งการบริหารจัดการและพัฒนาผืนป่าทุกประเภทอย่างยั่งยืน โดยมีความยาวของรายการไม่เกิน ๙๐ นาที

กปส. สามารถส่งผลงานเข้าร่วมการประกวดได้ประเภทละไม่เกิน ๒ ผลงาน การประกวดประเภทที่ ๑ และ ๓ ต้องจัดทำบทคัดย่อ (Short synopsis) เป็นภาษาอังกฤษด้วย และหากภาษาที่ใช้ในรายการไม่ใช่ภาษาอังกฤษ จะต้องมีสคริปต์ภาษาอังกฤษแบบเต็ม (Full script) สำหรับรายการวิทยุ หรือมีคำบรรยาย (Subtitle) เป็นภาษาอังกฤษสำหรับรายการโทรทัศน์ ทั้งนี้ ผู้ชนะการประกวดในแต่ละประเภทจะได้รับเงินรางวัล ๕๐๐ เหรียญสหรัฐฯ รวมทั้งถ้วยรางวัลและประกาศนียบัตรจาก AIBD

ในการนี้ สปต. ขอให้ สทท. สวท. และ สปช. ๑-๘ พิจารณาส่งผลงานเข้าประกวด โดยส่งใบสมัครและผลงานถึง สปต. ภายในวันที่ ๕ มีนาคม ๒๕๕๔ เพื่อนำส่ง AIBD ต่อไป รายละเอียดเกี่ยวกับการประกวดปรากฏในเอกสารที่แนบมาพร้อมนี้ หากต้องการข้อมูลเพิ่มเติม สามารถพบได้ที่เว็บไซต์ดังต่อไปนี้ <http://www.aibd.org.my/aibdtv> และ <http://www.aibd.org.my/aibdradio> สำหรับรายละเอียดการประกวดรายการโทรทัศน์และรายการวิทยุตามลำดับ และสามารถติดต่อสอบถามมายัง สปต. ได้ที่หมายเลข ๐ ๒๖๑๘ ๒๓๒๓ ต่อ ๑๗๑๐ หรือ E-mail สอบถามไปยัง Ms. Juliette Vivier ได้ที่ [juliette@aibd.org.my](mailto:juliette@aibd.org.my)

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จักขอบคุณยิ่ง

(นางวรรณ วุฒิอาภรณ์)

ผอ.สปต.

## FW: CALL FOR ENTRY - AIBD Television & Radio Awards 2011

From: **Sudruetai Lertkasem** (jangsudruetai@hotmail.com)  
Sent: Tuesday, January 18, 2011 5:16:50 PM  
To: abuthai@hotmail.com; pr\_tuey@hotmail.com  
1 attachment  
Invitation - AIBD Awards 2011.pdf (365.7 KB)

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From: juliette@aibd.org.my  
To: devbroad1@aibd.org.my  
Date: Tue, 18 Jan 2011 12:42:27 +0800  
Subject: CALL FOR ENTRY - AIBD Television & Radio Awards 2011  
CC: juliette@aibd.org.my

Dear colleague,

**The AIBD presents the AIBD Television & Radio Awards 2011, three categories:**

- 1. AIBD TV Award On the best TV programme sized for new media - Internet or Mobile**
- 2. AIBD Radio Award on the best Web Radio**
- 3. Reinhard Kuene's Radio Award on the best radio programme dealing with forest issues**

"The Prize" consists of US\$500.00 cash, a trophy and a certificate presented by AIBD per Award category.

Winners will be rewarded during the Asia Media Summit held in Hanoi, Vietnam from 24-25 May 2011, which will be a gathering of more than 500 top-ranking media professionals.

Please note that the deadline for programme submission is **1st April 2011**.

Please find the relevant **information on criteria, regulations and application forms for the AIBD Television & Radio Awards 2011** on our website  
<http://www.aibd.org.my/aibdtv>

We look forward to receiving your entries and application forms as soon as possible.

With my best personal regards,

**JULIETTE VIVIER (MS)**  
Programme Manager, AIBD

Asia-Pacific Institute For Broadcasting Development  
P O Box 1137 Pantai  
59700 Kuala Lumpur, Malaysia  
Tel: +603-22823719 Fax: +603-22822761

Website: [aibd.org.my](http://aibd.org.my)



**ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT**

PO BOX 12066, 50766 KUALA LUMPUR, MALAYSIA.

Phone: +603-22824618 / Fax: +603-22822761

E-mail: [devbroad1@aibd.org.my](mailto:devbroad1@aibd.org.my) - Website: <http://aibd.org.my>

R-027-MY-11  
R-028-MY-11

14 January 2011

Dear colleagues,

**CALL FOR ENTRY**  
**AIBD Television & Radio Awards 2011**

The AIBD presents the Television & Radio Awards 2011, in three categories:

- 1) AIBD TV Award On the best TV programme sized for new media - Internet or Mobile**
- 2) AIBD Radio Award on the best Web Radio**
- 3) Reinhard Kuene's Radio Award on the best radio programme dealing with forest issues**

We are pleased to present this opportunity to all AIBD members.

"The Prize" consists of US\$500.00 cash, a trophy and a certificate presented by AIBD per Award category.

Winners will be rewarded during the 37<sup>th</sup> Annual Gathering & 10<sup>th</sup> AIBD General Conference and Associated Meetings in Mongolia from 25-28 July 2011.

Please note that the deadline for programme submission is **1<sup>st</sup> April 2011**.

Please find the relevant **information on criteria, regulations and application forms for the AIBD Television & Radio Awards 2011** on our website  
<http://www.aibd.org.my/aibdtv>

We look forward to receiving your entries and application forms as soon as possible.

If you have any queries regarding this event, please do not hesitate to contact Ms. Juliette Vivier (Programme Manager) at: [juliette@aibd.org.my](mailto:juliette@aibd.org.my)

With my best personal regards,

**YANG BINYUAN**  
Director, AIBD



**AIBD Television Award 2011 on  
TV PROGRAMME SIZED FOR NEW MEDIA –  
INTERNET OR MOBILE**

**Topic**

**On the best TV programme sized for new media - Internet or Mobile**

The switch off of the analog signal will be almost completed in most of the countries by 2020 offering plenty of new digital platforms and generating therefore the fragmentation of the audience. TVs have to meet new challenges for the future and should be able to size and adapt their programmes and concepts to new media. Most of the TV programmes could not be designed for TVs only anymore; they have to be designed for a triple play (TV/Mobile/Internet) offer in order to reach a "traditional" audience while meeting the digital native's expectations.

This year, the AIBD TV Award will recognize the best programme sized for new media, Internet or Mobile.

**All the programmes will be judged according to the following two criteria**

**Idea:**

- Is the subject relevant for the format and the platform used?
- How effective is the programme?
- Is it properly targeted?
- Is it instructive, creative, entertaining and/or innovative?
- Does it capture and hold attention according to the platform used?

**Production values:**

- Are the sets, the camera work, the lighting and the sound quality coordinated so as to enhance the presentation?
- Do the casting, writing, directing, editing, etc., convey the idea of this programme effectively to the viewer?

**Rules**

The programme, if not in English, must have English subtitles.

The programme should be not exceed 60 minutes.

Broadcasting organizations are allowed to submit 2 programmes maximum.

This award is opened to AIBD's members only.

**Tape format**

Programmes must be submitted **with English subtitles** (if it is not already in English) in the following format:

- VHS
- Or DVD

Submission form available at <http://www.aibd.org.my/aibdtv> should be sent to Ms. Juliette Vivier at the following address:

⇒ Asia-Pacific Institute for Broadcasting Development – AIBD  
2<sup>nd</sup> Floor, Bangunan IPPTAR  
Kompleks Angkasapuri,  
50614 Kuala Lumpur, Malaysia

#### Dead line

An entry form and a copy of the programme should reach the AIBD **not later than 1<sup>st</sup> April 2011.**

#### Jury

Jury members are senior media managers from various countries.

#### Prize

- ⇒ US\$500.00 cash in favor of the producer & his/her broadcasting organization
- ⇒ A trophy and a certificate presented by the Asia-Pacific Institute for Broadcasting Development (AIBD)

#### Note

- ⇒ The announcement of the winner will be made on the AIBD website from 2<sup>nd</sup> May 2011.
- ⇒ The winner will be invited to attend the Asia Media Summit 2011 (AMS), 24-25 May 2011 in Hanoi, Vietnam, a global gathering of broadcasters.
- ⇒ The AIBD Director will hand over the prize to the winner during the AMS.
- ⇒ A video clip of the winner's programme will be screened during the AMS as well as during the AIBD General Conference organized in Mongolia, from 25 to 28 July 2011.



AIBD Television Award 2011 on  
TV PROGRAMME SIZED FOR NEW MEDIA –  
INTERNET OR MOBILE  
Cash Prize: US\$ 500.00

## ENTRY FORM

- Submission deadline: 1<sup>st</sup> April 2011 -  
*Please fill separate forms for each entry*

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TV Award Category	TV programme sized for new media – Internet or mobile
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Programme  
description:

Title in English:

Title in original language:

Duration:

Language:

- English ☐
- Original language with subtitles ☐

Target audience:

- General ☐
- Specific: ☐

Broadcaster (channel):

Platform of broadcasting used: Internet ☐ Mobile ☐

Has the programme concept been produced for TV broadcasting?:  
Yes ☐ No ☐

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Short synopsis (max 200 words):

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AIBD Television Award 2011 on  
TV PROGRAMME SIZED FOR NEW MEDIA –  
INTERNET OR MOBILE  
Cash Prize: US\$ 500.00

**Programme  
credits:**

Productions credits (organizations):

Executive producer:

Director:

**Technical  
information:**

Tape VHS ☐

DVD ☐

SOFT FOLDER ☐

**Organization and  
contact  
information:**

Organization:

Name of contact person:

Position:

Address:

Tel:

Fax:

Email:

**Shipping**

Your entry must be sent to:

Asia-Pacific Institute for Broadcasting Development AIBD  
2d floor, Bangunan IPTAR  
Kompleks Angkasapuri  
50 614 Kuala Lumpur, Malaysia

**Deadline:**

1<sup>st</sup> April 2011

**Contact person:**

Mrs. Juliette Vivier – [juliette@aibd.org.my](mailto:juliette@aibd.org.my)

**Website**

<http://www.aibd.org.my/aibdtv>



## Reinhard Keune's Memorial & AIBD Radio Award 2011 on FOREST ISSUES & WEB RADIO

### Categories

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#### Category 1:

##### **Reinhard Keune's Memorial Award on "Radio programme dealing with forests issues"**

In the framework of the International Year of Forests declared by the United Nations for 2011, the radio programme should raise awareness on sustainable management, conservation and sustainable development of all types of forests.

#### Category 2:

##### **AIBD Radio Award 2010 on "Web radio"**

Radios are facing the digitalization of their networks, the diversity and the fragmentation of their audience and the new evolution of the market. Radios are now released on various platforms and they have to adapt their contents to the platform and to provide additional and tailor-made services in order to reach a always more demanding audience. In that framework, AIBD will this year award the radio broadcasting organization which have implemented the best Web Radio in terms of: Interactivity, Creativity, Production of specific/additional programmes dedicated to the Web format, Web site architecture/Use/Ergonomics/Archives.

All the programmes will be judged according to the following two criteria

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#### Idea:

- Is the subject relevant (Category 1)?
- How effective is the programme/web radio?
- Is it properly targeted?
- Is it instructive, creative, entertaining and/or innovative?
- Does it capture and hold attention?

#### Production values:

- Are the production, sound recording, editing, and mixing quality coordinated so as to enhance the programme?
- Are the web site architecture, use, ergonomics, archives... etc. effective (Category 2)?

#### Rules (for category 1 only)

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The programme, if not in English, must be sent along with the full script in English.

The programme should not exceed 90 minutes in duration.

Broadcasting organizations are allowed to submit 2 programmes maximum per category.

#### Dead line

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An entry form and a copy of the programme should reach the AIBD **not later than 1<sup>st</sup> April 2011.**

#### Tape format

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Programmes must be submitted **with English subtitles** (if it is not already in English) in the following formats: CD or DVD.



Submission form available at <http://www.aibd.org.my/aibdradio> should be sent to Ms. Juliette Vivier at the following address:

- ⇒ Asia-Pacific Institute for Broadcasting Development – AIBD  
2<sup>nd</sup> Floor, Bangunan IPPTAR  
Kompleks Angkasapuri,  
50614 Kuala Lumpur, Malaysia

#### **Jury**

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Jury members are senior media managers from various countries.

#### **Prize**

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- ⇒ US\$500.00 cash in favor of the producer & his/her broadcasting organization par category.
- ⇒ A trophy and a certificate presented by the Asia-Pacific Institute for Broadcasting Development (AIBD)

#### **Note**

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- ⇒ The announcement of the winner will be made on the AIBD website from 2<sup>nd</sup> May 2011.
- ⇒ The winner will be invited to attend the Asia Media Summit 2011 (AMS), 24-25 May 2011 in Hanoi, Vietnam, a global gathering of broadcasters.
- ⇒ The AIBD Director will hand over the prize to the winner during the AMS.
- ⇒ A clip of the winner's programme will be played during the AMS as well as during the AIBD General Conference organized in Mongolia, from 25 to 28 July 2011.



Reinhard Keune's Memorial 2011 on  
FOREST ISSUES

## ENTRY FORM

- Submission deadline: 1<sup>st</sup> April 2011 -

**Radio Award  
Category:**

Reinhard Keune's Memorial Award on "Radio programme on forest  
issues"

**Programme  
description:**

Title in English:

Title in original language:

Duration:

Language:

- English ☐
- Other (full English script required) ☐

Target audience:

- General ☐
- Specific: ☐

Broadcaster (channel):

Date of the first Broadcast:

Short synopsis (max 200 words):



AIBD Radio Award 2011 on  
Web Radio

## ENTRY FORM

- Submission deadline: 1<sup>st</sup> April 2011 -

Radio Award  
Category

AIBD Radio Award on Web Radio

Web Radio  
Description

Name of the radio in English:

Name of the radio in original language:

URL:

Languages available  
on the web radio:

Target audience:    - General ☐  
                              - Specific:

Broadcasting organization:

<b>AIBD Radio Award 2011</b>
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**Short presentation of the Web Radio (concept, editorial line, interactivity, added value...etc. (max 500 words):**

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## AIBD Radio Award 2011

**Web Radio credits:**

Productions credits:

Webmaster:

Designer:

**Organisation and contact information:**

Organization:

Name of contact person:

Position:

Address:

Tel:

Fax:

Email:

**Shipping**

Your entry form must be sent to AIBD either by post or by email:

Asia-Pacific Institute for Broadcasting development AIBD  
2d floor, Bangunan IPTAR (Lama)  
Kompleks Angkasapuri  
50 614 Kuala Lumpur, Malaysia  
[amar@aibd.org.my](mailto:amar@aibd.org.my)

**Deadline:**1<sup>st</sup> April 2011**Contact person:**Juliette Vivier [juliette@aibd.org.my](mailto:juliette@aibd.org.my)**Website**[www.aibd.org.my/aibdradio](http://www.aibd.org.my/aibdradio)