



## บันทึกข้อความ

ส่วนราชการ สำนักการประชาสัมพันธ์ต่างประเทศ สงต. โทร. ๐ ๒๖๑๘.๒๓๒๓ ต่อ ๑๗๑๐ - ๑๑

ที่ นร.๐๒๐๙.๐๓/ ว ๕๗ วันที่ ๓๒ มกราคม ๒๕๕๔

เรื่อง การประกวดรายการโทรทัศน์รางวัล World Television Awards ประจำปี ๒๐๑๑

เรียน ผอ.สทท. และ ผอ.สปช.๑-๘

ด้วย AIBD แจ้งว่าจะจัดประกวดรายการโทรทัศน์รางวัล World Television Awards ประจำปี ๒๐๑๑ ในประเภทต่อไปนี้ ได้แก่

๑. รายการโทรทัศน์ที่เกี่ยวกับมนุษยชาติ ในหัวข้อ “สารคดีโทรทัศน์ที่ช่วยจัดความขัดแย้ง” รายการต้องมีความยาวระหว่าง ๑๕-๙๐ นาที โดยนำเสนอปัญหาความขัดแย้งเรื่องใดเรื่องหนึ่งในทุกแง่มุมจากผู้เกี่ยวข้อง กับปัญหาความขัดแย้งนั้นทุกฝ่าย พร้อมทั้งเสนอแนวทางและกรรมวิธีในการคลี่คลายความขัดแย้งดังกล่าว

๒. รายการโทรทัศน์เกี่ยวกับวิทยาศาสตร์/สิ่งแวดล้อม ในหัวข้อ “การปกป้องชั้นโอโซนและประโยชน์ที่ได้ต่อภูมิอากาศ” รายการโทรทัศน์ที่ส่งเข้าประกวดต้องมีความยาว ๖-๙๐ นาที จะเป็น สารคดี สารคดีสั้น/รายงานข่าว สารคดีเชิงละคร รายการบันเทิงศึกษา หรือรายการบันเทิงเชิงข้อมูลก็ได้ แต่ต้องสามารถเน้นย้ำให้ผู้ชมได้ทราบถึงความเกี่ยวข้องระหว่างชั้นโอโซนกับสภาพภูมิอากาศได้อย่างมีประสิทธิภาพ รวมทั้งแสดงให้เห็นถึงบทบาทที่สำคัญของภาคอุตสาหกรรมในการยุติการใช้สารที่ทำลายชั้นโอโซน แสดงให้เห็นผลกระทบต่อวิถีชีวิตของมนุษย์ ไม่ว่าจะในระดับท้องถิ่น ระดับภูมิภาค หรือระดับโลก โดยมีเนื้อหาที่ถูกต้องและเข้าใจง่าย

รายการที่จะส่งเข้าร่วมประกวด จะต้องผลิตภายในระยะเวลาไม่เกิน ๒ ปีที่ผ่านมา และได้รับการออกอากาศแล้ว หรืออยู่ในระหว่างรอการออกอากาศ มีภาษาที่ใช้ในรายการเป็นภาษาอังกฤษ หรือมีคำบรรยายประกอบเป็นภาษาอังกฤษ โดยผู้ผลิตหรือองค์กรสมาชิกหนึ่ง สามารถส่งผลงานเข้าประกวดได้ ไม่เกินประเภทละ ๒ ผลงาน ทั้งนี้ ผู้ชนะการประกวดจะได้รับเงินรางวัล ๕,๐๐๐ เหรียญสหรัฐฯ พร้อมถ้วยรางวัล และใบประกาศนียบัตร จาก AIBD

ในการนี้ สปต. ขอความร่วมมือ สทท. และ สปช.๑-๘ พิจารณาส่งผลงานที่เหมาะสมมายัง สปต. ภายในวันที่ ๑๔ มีนาคม ๒๕๕๔ รายละเอียดการเข้าร่วมและใบสมัครปรากฏตามเอกสารที่แนบมาพร้อมนี้ หรือดูได้จากเว็บไซต์ <http://www.aibd.org.my/worldtv> โดยสามารถสอบถามรายละเอียดเพิ่มเติมได้ที่ Ms. Juliette Vivier ที่ E-mail: [juliette@aibd.org.my](mailto:juliette@aibd.org.my)

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จักขอบคุณยิ่ง

(นางวรรณ วุฒิอาภรณ์)

ผอ.สปต.



## ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

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R-029-MY-11

14 January 2011

Mr. Grisanaporn Soempanich  
Director-General  
National Broadcasting Services of Thailand  
(Government Public Relations Department)  
International Cooperation Division  
Foreign Office, Public Relations Department  
9, soi Aree Samphan, Thanon Rama IV, Phayathai  
Bangkok 10400, THAILAND  
Email: [abuthai@hotmail.com](mailto:abuthai@hotmail.com)

Dear Mr Grisanaporn,

### CALL FOR ENTRY World Television Awards 2011

The AIBD, in collaboration with its global partners, presents the World Television Awards 2011, two categories:

- **Category "Humanity" on "TV Documentary Contributing to Conflict Resolution"**
- **Category "Science/Environment" on "Ozone Layer Protection and Climate Benefits"**

We are pleased to present this opportunity to all broadcasters in Asia, Pacific, Europe, Africa, Middle East, South America and North America from public, private sector and freelancers to participate in this unique World TV Award.

Supported by UNEP OzonAction, ASBU, CBA, RTM, IRIB, IBU and AIBD, this competition will provide the opportunity for your television producers to receive international recognition for work.

"The Prize" consists of US\$5,000.00 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 producers can submit up to two programmes and 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 World TV Awards 2011** on our website <http://www.aibd.org.my/worldtv>

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 Mrs. Juliette Vivier (Programme Manager) at the following e-mail address: [juliette@aibd.org.my](mailto:juliette@aibd.org.my)

With my best personal regards,

Yang Binyuan

**YANG BINYUAN**  
Director, AIBD

c.c. Mrs. Sudruetai Lertkasem, Director of International Cooperation Division  
Email: [jangsudruetai@hotmail.com](mailto:jangsudruetai@hotmail.com)

Mrs Sukanda Tosasuka, Senior Information Officer.  
Email: [abuthai@hotmail.com](mailto:abuthai@hotmail.com)



## World Television Award on - Category Humanity -

### **"THE BEST TELEVISION DOCUMENTARY CONTRIBUTING TO CONFLICT RESOLUTION"**

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#### **CRITERIA & REGULATION**

##### Genre

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Documentary

##### Length

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From 15 minutes to 90 minutes.

##### Criteria

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1. The programme must effectively increase understanding and awareness by offering a clear and broad picture of the situation, and addressing the various issues related to the conflict. It must show various viewpoints and offer the opportunity to all the communities/ groups involved in the conflict to express their outlook and perspectives in a constructive way. The programme must contribute to defuse tension between the protagonists concerned, and outline techniques for conflict resolution.
2. The programme should be creative and innovative with the ability to capture audience's attention, and offer excellent production values.
3. The programme should reflect the responsibility of the media in promoting conflict resolution and understanding.
4. In addition, the programme must have been aired or must be scheduled for broadcasting in its originating country on national and/or any private TV network (broadcasting sheet to be provided).
5. The programme must have been produced in the last 24 months before submission.
6. The programme must be either in English or in any other language with English subtitles.

#### Open to all TV producers

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⇒ All types of television producers, including public service broadcasting organizations, private networks, free lancers etc. are invited to participate in this competition.

⇒ Each producer/organization **can submit up to two TV programmes.**

#### Tape format

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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/worldtv> 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

#### Closing date

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1<sup>st</sup> April 2011.

#### Jury

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Jury members are senior media managers from various countries.

#### Prize

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⇒ US\$5,000.00 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

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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 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.



**World Television Award on  
- Category Science/Environment -  
"COOLING WITHOUT WARMING:  
HOW TO CONTRIBUTE TO THE PROTECTION OF THE OZONE LAYER  
AND PROMOTE GREATER CLIMATE BENEFITS"**

As part of the UNEP-AIBD collaboration on activities relating to creating awareness on low GWP alternatives to HCFCs

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## **CRITERIA & REGULATION**

### **Background**

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*Ozone layer depletion and its linkages with climate change are ones of the most critical challenges to humanity in the XXI century. The impacts of such environmental issues encompass people of any nationality, ethnicity, language, religion and educational background. They are global problems, which concern everyone.*

*Through the Montreal Protocol on Substances that Deplete the Ozone Layer, the global community is implementing regimes and plans in order to phase out ozone depleting substances (ODS). Since most ODS are also global warming gases which contribute to climate change, phasing out ODS not only protects the ozone layer but also helps prevent climate change.*

*In 2007, the Parties to the Montreal Protocol took an important step by accelerating the phase out of Hydrochlorofluorocarbons (HCFCs), chemicals mostly used in refrigeration, including air-conditioning units, refrigerators and various types of manufacturing processes. HCFCs not only destroy the stratospheric ozone layer, which is essential to life on Earth, but they are also powerful greenhouse gases that contribute to climate change.*

*For more information, please visit UNEP DTIE OzonAction website: <http://www.unep.org/OzonAction/>*

*Media has a critical role to play in providing access to accurate and balanced information and in creating a better understanding among people about ozone layer depletion, its linkages with climate changes and green economy as well as its impacts on people's day-to-day life. Awareness raising activities are essential for encouraging the development of constructive initiatives, especially among the industry to solve the problems. Awareness raising activities also help ensure the success of the implementation of the Montreal Protocol at the global, regional and national level as they are a tool to help engage key stakeholders, specifically the industry in ODS phase out.*

*The 8<sup>th</sup> World Television Award emphasizes the pivotal role that the industry could play to ensure the total phase out of ODS and it also recognizes the important role that media has played for more than 20 years in outreaching stories about ozone layer protection. The Award invites TV producers to submit their programmes, which communicate the messages, and stories about ozone-related issue, especially on the HCFC phase out challenges and the industry's contribution to HCFC phase out processes.*



#### Genres

Documentary, Short documentary/TV report, Docu drama, Edutainment/Infotainment TV programme

#### Length

From 6 minutes to 90 minutes.

#### Criteria

1. The programme must effectively highlight the ozone and climate linkages related issues using an understandable and attractive manner with the emphasis on the role of the industry in phasing out ODS. It should also be inter-connected with people's lives in order to underline the impacts on human beings.
2. Information given in the programme must be accurate and easy to pick up.
3. The programme could either focus on a local, regional or on global point of view.
4. The programme should provide positive solutions and perspectives.
5. The programme should be creative and innovative with the ability to capture audience's attention, and offer excellent production values.
6. The programme could target any types of audiences. However the treatment should fit with each target audience's standard expectations and level of understanding/knowledge.
7. The programme must have been aired or must be scheduled for broadcasting in its originating country on national and/or any private TV network.
8. The programme must have been produced in the last 24 months before submission.
9. The programme must be either in English or in any other language with English subtitles.

#### Open to all TV producers

⇒ All types of television producers, including public service broadcasting organizations, private networks, free lancers etc. are invited to participate in this competition.

⇒ Each producer/organization **can submit up to two TV programmes.**

#### Tape format

Programmes must be submitted in the following format:

- Three BetaCam SP Tapes
- Three DVDs

Three BetaCam Tapes, Three DVDs and submission form available at <http://www.aibd.org.my/worldtv> 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

#### Closing date

1<sup>st</sup> April 2011

#### Jury

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Jury members are senior media managers from various countries. In addition, the Head or representatives of UNEP DTIE OzonAction will be one(s) of the jury members to select the winning programme

#### Prize

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- ⇒ US\$5,000.00 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

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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 and the Head of UNEP DTIE OzonAction 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.
- ⇒ UNEP DTIE OzonAction has the right to use the programme or some part of the programme for any awareness-raising purposes but credits will also be given to the producer.

WORLD TV AWARD 2011  
CATEGORY HUMANITY



**“THE BEST TELEVISION DOCUMENTARY CONTRIBUTING  
TO CONFLICT RESOLUTION”**

## ENTRY FORM

**Please kindly fill one form for each entry**  
**Submission deadline: 1<sup>st</sup> April 2011**

**Programme  
description**

**Title in English:** \_\_\_\_\_

**Title in original language:** \_\_\_\_\_

**Length (in minutes):** \_\_\_\_\_

**Language:** English ☐

Original language with English subtitles ☐

**Short synopsis (max 200 words):**

\_\_\_\_\_



WORLD TV AWARD 2011  
CATEGORY HUMANITY

Target audience: general ☐ specific: \_\_\_\_\_

Broadcaster (channel): \_\_\_\_\_

Date of first broadcast: \_\_\_\_\_

**Programme  
credits**

Production credits (organizations):  
\_\_\_\_\_  
\_\_\_\_\_

Executive Producer: \_\_\_\_\_

Director: \_\_\_\_\_

**Technical  
information**

Tape VHS ☐ DVD ☐

PAL ☐ SECAM ☐ NTSC ☐

**Organisation  
information**

Organisation: \_\_\_\_\_

Contact person: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Shipping**

Your entries must be sent to:

**Asia-Pacific Institute for Broadcasting Development  
(AIBD)**

2<sup>nd</sup> Floor, Bangunan IPTAR,  
Kompleks Angkasapuri,  
50614 Kuala Lumpur, Malaysia

**Contact  
person**

Name: Ms. Juliette Vivier

E-mail: [juliette@aibd.org.my](mailto:juliette@aibd.org.my)

Website: <http://www.aibd.org.my/worldtv>

WORLD TV AWARD 2011  
CATEGORY SCIENCE/ENVIRONMENT



**“COOLING WITHOUT WARMING:  
HOW TO CONTRIBUTE TO THE PROTECTION OF THE OZONE  
LAYER AND PROMOTE GREATER CLIMATE BENEFITS”**

## ENTRY FORM

**Please kindly fill one form for each entry**  
**Submission deadline: 1<sup>st</sup> April 2011**

**Programme  
description**

Title in English: \_\_\_\_\_

Title in original language: \_\_\_\_\_

Length (in minutes): \_\_\_\_\_

Language:      English ☐  
                         Original language with English subtitles ☐

**Short synopsis (max 200 words) :-**

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WORLD TV AWARD 2011  
CATEGORY SCIENCE/ENVIRONMENT

Target audience: general ☐ specific: \_\_\_\_\_

Broadcaster (channel): \_\_\_\_\_

Date of first broadcast: \_\_\_\_\_

**Programme  
credits**

Production credits (organizations):  
\_\_\_\_\_  
\_\_\_\_\_

Executive Producer: \_\_\_\_\_

Director: \_\_\_\_\_

**Technical  
information**

Entries must be sent in the following formats:

3 DVD Copies ☐

3 Beta SP Copies PAL ☐ SECAM ☐ NTSC ☐

**Organisation  
information**

Organisation: \_\_\_\_\_

Contact person: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Shipping**

Your entries must be sent to:

**Asia-Pacific Institute for Broadcasting Development  
(AIBD)**

2<sup>nd</sup> Floor, Bangunan IPTAR,  
Kompleks Angkasapuri,  
50614 Kuala Lumpur, Malaysia

**Contact  
person**

Name: Ms. Juliette Vivier

E-mail: [juliette@aibd.org.my](mailto:juliette@aibd.org.my)

Website: <http://www.aibd.org.my/worldtv>