



บันทึกข้อความ

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

ที่... นร. ๐๒๐๙.๐๓/๖๓๖๖ วันที่... ๖๓ เมษายน ๒๕๕๔

เรื่อง...การประกวดรางวัล Asia-Pacific Child Rights Award for Television 2011

เรียน ผอ.สทท. และ ผอ.สปช. ๑ - ๘

ด้วย ABU ร่วมกับ CASBAA และ UNICEF ได้จัดประกวดรายการโทรทัศน์เพื่อรับรางวัล Asia-Pacific Child Rights Award for Television ประจำปี ค.ศ. ๒๐๑๑ โดยเปิดโอกาสให้ผู้ผลิตรายการโทรทัศน์ในเอเชีย-แปซิฟิก เข้าร่วมในการประกวดนี้

รายการที่ส่งเข้าประกวดจะเป็นรายการที่ผลิตสำหรับเด็ก หรือรายการที่มีเนื้อหาเกี่ยวกับเด็ก ก็ได้ รูปแบบของรายการอาจเป็นสารคดีที่ให้ข้อมูลเกี่ยวกับสภาพความลำบากของเด็ก หรือละครที่ช่วยปล้ำปล้ำความรู้สึกดูหมิ่นหรือการแบ่งแยก หรืออาจเป็นการตลกที่ให้ความรู้หรือให้ความบันเทิงก็ได้เช่นกัน แต่จะต้องออกอากาศระหว่างเดือนมิถุนายน ๒๕๕๓ - พฤษภาคม ๒๕๕๔ และต้องส่งถึงองค์การยูนิเซฟ ภายในวันที่ ๑๕ มิถุนายน ๒๕๕๔ (สำนักงานตั้งอยู่ ณ กรุงเทพฯ) ทั้งนี้ การตัดสินจะพิจารณาทั้งคุณภาพการผลิต และการถ่ายทอดเนื้อหาเรื่องราว สำหรับพิธีมอบรางวัลจะมีขึ้นต้นเดือนพฤศจิกายน ๒๕๕๔ โดยผู้ชนะจะเดินทางไปรับรางวัลในระหว่างการประชุมของ CASBAA ที่ฮ่องกง

ผู้สนใจสามารถศึกษารายละเอียดเพิ่มเติมได้จาก www.childrightsaward.org สำหรับแบบฟอร์มส่งรายการเข้าประกวดได้แนบมาพร้อมนี้ด้วยแล้ว

จึงเรียนมาเพื่อโปรดทราบและพิจารณาดำเนินการตามที่เห็นสมควรต่อไป

(นางสาวจันงค์ ภควรรุติ)

ร.ผอ.สปช.



ORGANIZERS

Asia-Pacific Broadcasting Union (ABU)

ABU is a non-profit, non-government, professional association of broadcasting organizations, formed in 1964 to facilitate the development of broadcasting in the Asia-Pacific region. It provides a forum for promoting the collective interests of television and radio broadcasters and engages in activities to encourage regional and international cooperation between broadcasters. It currently has more than 200 members in 58 countries. It organizes many activities and projects to promote excellence in broadcasting and to improve programming, skills and technologies of its members, including the ABU Children's TV Programme Item Exchange.

www.abu.org.my

CASBAA

CASBAA is the Association for digital multichannel television, content, platforms, advertising and video delivery across Asia. The mission of CASBAA is to promote the growth of pay-TV and video content through industry information, networking exchanges and events while promoting global best practices. These interests cover 16 geographic markets, which in turn serve more than 360 million pay-TV homes falling under a footprint which runs from China to Australasia, Japan to Pakistan.

www.casbaa.com

United Nations Children's Fund (UNICEF)

UNICEF is on the ground in over 150 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

UNICEF East Asia and Pacific: www.unicef.org/eapro

UNICEF South Asia: www.unicef.org/rosa

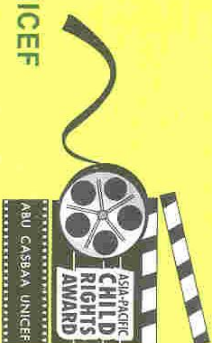


unite for children



Asia-Pacific Child Rights Award for Television 2011

ABU CASBAA UNICEF



Asia-Pacific Child Rights Award for Television 2011



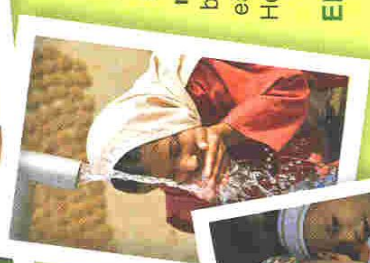
The ABU, CASBAA and UNICEF are calling on Asia-Pacific broadcasters and producers for entries for the 2011 Child Rights Award.

The award is given each year to the best television programming on children's rights produced in the Asia-Pacific region. It recognizes the efforts of broadcasters in pursuing both the production of good-quality children's programming and better coverage of children's issues.

Programmes both for children and about children are eligible and can cover any children's rights issues. 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 June 2010 and May 2011 and **must be received by 15 June 2011**. The award will be presented during the CASBAA Convention in early November 2011. The winner will be flown to Hong Kong for the ceremony.

Eligible Countries

Afghanistan, Australia, Azerbaijan, Bangladesh, Bhutan, Brunei, Cambodia, China, Cook Islands, Fiji, French Polynesia, Hong Kong SAR, India, Indonesia, Japan, Kazakhstan, Kiribati, Republic of Korea, DPR Korea, Kyrgyzstan, Lao PDR, Macau, Malaysia, Maldives, Marshall Islands, Micronesia, Mongolia, Myanmar, Nauru, Nepal, New Zealand, Niue, Pakistan, Palau, Papua New Guinea, Philippines, Samoa, Singapore, Sri Lanka, Tajikistan, Timor-Leste, Thailand, Tonga, Turkmenistan, Tuvalu, Uzbekistan, Vanuatu and Viet Nam.



TELEVISION AND CHILDREN

Children in nearly 90 per cent of homes in Asia and the Pacific watch two to five hours of television per day. Without a doubt, television plays a significant role in shaping children's social and emotional development.

Broadcasters from the region attending the Asia-Pacific Television Forum in Seoul in 2001 discussed the role of this influence and pledged to pursue children's programming that is both of good quality and sensitive to children's issues. Because of that industry commitment, the ABU and CASBAA teamed with UNICEF to launch a Child Rights Award that honours individual broadcasters' follow-through on their pledge.

CHILDREN'S RIGHTS

The Convention on the Rights of the Child (CRC) turned 20 years old in 2009. It was adopted during the United Nations' World Summit for Children in which world leaders agreed to recognize and protect the rights of children. The Convention has achieved near-universal acceptance, having now been ratified by over 190 parties – more than belong to the United Nations or have acceded to the Geneva Conventions.

The CRC spells out the basic rights that apply, without discrimination, to all children. In so doing, it defends their right to:

- survival
- develop to the fullest
- protection from harmful influences, abuse and exploitation
- participate fully in family, cultural and social lives.

Details on the CRC can be found at: www.unicef.org/crc

Please consult the ethical guidelines for reporting on children at: http://www.unicef.org/media/media_tools_guidelines.html

Website of the Child Rights Award: www.childrightsaward.org



ENTRY FORM OF CHILD RIGHTS AWARD 2011

PLEASE TYPE ALL INFORMATION AND EMAIL TO [KJIRATHUN@UNICEF.ORG](mailto:kjirathun@unicef.org) IN ADVANCE AND ALSO ENCLOSE WITH SHIPMENT.

PROGRAMME DETAILS:

Programme title: (original title)
(English translation)
Country of production:
Telecast date:
Programme duration:
Name of station where the programme was broadcast:
Production Company:
Programme producer:
Producer's bio/ prior experience:
.....
.....

Original language of programme:

Type of programme ☐ Documentary ☐ Dramatic feature ☐ Animation ☐ News/Current Affairs

Programme synopsis:

.....
.....
.....

CONTACT DETAILS

Address:
.....
.....
City: State:
Country: Postcode:
Contact person:
Telephone no: Fax no:
Email address:

RULES AND GUIDELINES:

Please email a copy of the entry form to kjirathun@unicef.org ahead of time.

- Entries must have been broadcast between June 2010 and May 2011
- Entries must be submitted in VCD or DVD format.
- Submissions must be received by June 15, 2011.
- There is no limit on the number of entries and no fee to enter.
- Non-English narration and non-English subtitles require a script in English.
- Eligible Countries (47 countries):
Afghanistan, Australia, Azerbaijan, Bangladesh, Bhutan, Brunei, Cambodia, China, Cook Islands, DPR Korea, Federated States of Micronesia, Fiji, French Polynesia, Hong Kong, India, Indonesia, Japan, Kazakhstan, Kiribati, Korea, Kyrgyzstan, Lao PDR, Macau, Malaysia, Maldives, Marshal Islands, Mongolia, Myanmar, Nauru, Nepal, New Zealand, Niue, Pakistan, Palau, Papua New Guinea, Philippines, Samoa, Singapore, Sri Lanka, Tajikistan, Timor Leste, Thailand, Tonga, Turkmenistan, Tuvalu, Uzbekistan, Vanuatu, Viet Nam

Please consult the ethical guidelines for reporting on children from this link:
http://www.unicef.org/media/media_tools_guidelines.html

As part of your entry submission, the organizers seek permission to use still images and a short excerpt of the film (not exceeding 3 minutes) for promotional purposes.

We officially acknowledge entry to the Child Rights Award.

Signature

Title:

PLEASE SEND YOUR ENTRY TO:

Kritsada Jirathun