



## บันทึกข้อความ

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

ที่ นร.๐๒๐๙.๐๓/ ๑ ๑๒๓๗ วันที่ ๓๑ มกราคม ๒๕๕๖

เรื่อง ABU เชิญ กปส. เข้าร่วมโครงการผลิตละครสำหรับเด็ก ครั้งที่ ๑๐ ประจำปี ค.ศ. ๒๐๑๓

เรียน ผอ.สทท. และ ผอ.สปช. 1 - 8

ด้วย ABU ได้เชิญ กปส. เข้าร่วมโครงการผลิตละคร (series) สำหรับเด็ก ครั้งที่ ๑๐ ประจำปี ค.ศ. ๒๐๑๓ โดยในเบื้องต้นขอให้ กปส. ส่งผู้ผลิตรายการ (producer) ไปร่วมการประชุมเตรียมงานครั้งที่ ๑ ระหว่างวันที่ ๒ - ๔ เมษายน ๒๕๕๖ ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย ผู้เข้าร่วมประชุมต้องจัดทำเค้าโครงเรื่องที่จะผลิต จำนวน ๒ เรื่องไปนำเสนอต่อที่ประชุมด้วย โดย กปส. ต้องแจ้งชื่อผู้เข้าร่วมโครงการพร้อมเอกสารข้อมูลเกี่ยวกับเที่ยวบินและการจองที่พักไปยัง ABU ภายในไม่เกินวันที่ ๘ มีนาคม ๒๕๕๖

สถานีโทรทัศน์ที่เข้าร่วมโครงการจะได้รับรายการที่เพื่อนสมาชิกได้ร่วมผลิตภายใต้โครงการนี้ มาออกอากาศด้วยโดยไม่เสียค่าลิขสิทธิ์ และผู้ที่เข้าร่วมโครงการจะได้รับโอกาสพัฒนาความรู้ความสามารถในการผลิตรายการสำหรับเด็กอายุไม่เกิน ๑๐ ปี โดยมีผู้เชี่ยวชาญให้คำแนะนำปรึกษา

สพต. ขอให้ สทท. และ สปช. ๑ - ๘ พิจารณาคำเชิญดังกล่าว หากประสงค์ส่งผู้ผลิตรายการโทรทัศน์เข้าร่วมโครงการ ขอให้แจ้งชื่อไปยัง สพต. ภายในวันที่ ๑๑ กุมภาพันธ์ ๒๕๕๖ ทั้งนี้ ค่าใช้จ่ายในการเดินทางไปร่วมประชุมเตรียมงาน และค่าใช้จ่ายในการผลิตรายการทั้งหมด ทางสำนักต้นสังกัดต้องเป็นผู้รับผิดชอบ

จึงเรียนมาเพื่อโปรดพิจารณาและแจ้งผลให้ สพต. ทราบตามกำหนดด้วย จักขอบคุณยิ่ง

(นางอุษณีย์ ศรีธัญรัตน์)

ผอ.สปต.



30 January 2013

Dear Sir/Madam,

BY EMAIL

**10<sup>th</sup> ABU Children's Drama Co-Production Series (1<sup>st</sup> Meeting)  
2-4 April 2013, Kuala Lumpur, MALAYSIA**

We write to invite you to our first meeting of the ABU Children's Drama Co-production (10<sup>th</sup> Series). This event is spread into two and half day meeting followed by a half day workshop to be conducted by an expert from Japan Broadcasting Corporation (NHK).

To assist you with your meeting and travel preparation, we enlist important information for your kind reference.

**1. DATES**

1<sup>st</sup> April : Arrival in Kuala Lumpur  
2 – 4 April : Meeting: 0900 – 1730hrs.  
4 April : Workshop: 1400– 1730hrs.  
5 April : Departure home

**2. To confirm your attendance, FAX or E-MAIL TO US (by 8 March 2013)**

- ❖ Flight Details/Accommodation Form
- ❖ Email: [saras@abu.org.my](mailto:saras@abu.org.my) / [hanizah@abu.org.my](mailto:hanizah@abu.org.my)

Fax: 603 2282 4606 / 5292

**3. BRING WITH YOU TO THE MEETING (COMPULSORY)**

- ❖ 2 proposals/story ideas for the 10<sup>th</sup> series

**4. MEETING VENUE**

Hotel CaPITOL Kuala Lumpur  
Jalan Bulan, Off Jalan Bukit Bintang, 55100 Kuala Lumpur, Malaysia  
Tel: +603 2143 7000  
URL: <http://www.hotelcapitol-kualalumpur.com>

**5. ACCOMMODATION**

Please note that the ABU has already made reservations for you (self-pay) to stay at Hotel CaPITOL, Kuala Lumpur which is also the meeting venue. Room rates quoted below include breakfast and service charge/tax.

HOTEL ACCOMMODATION PARTICULARS: Hotel CaPITOL, Kuala Lumpur					
Breakfast Open:7-9am	Room rate (p/night) Currency in US\$ (Approx)	Bed	Date: check in	Date: check out	Name of your roommate (If any)
Inclusive of breakfast and Internet	RM249.40 = US\$83.00	Single			

**10<sup>th</sup> Series ABU Children's Drama Co-Production Meeting & Workshop**

**6. TRANSPORTATION AIRPORT/HOTEL/AIRPORT**

As the ABU Secretariat staff is small, we regret that it will not be possible to meet delegates on arrival at the airport. You are advised to take an airport taxi to the hotel or KLIA Express to city centre. From city centre take a taxi to the hotel which will cost you no less than RM15 (US\$5)

**Taxi**

Coupons for taxi and limo can be obtained at the Airport Limo counters located at: Arrival Hall, Main Terminal Building. (Just after Customs before the public arrival area).

	<b>Budget Taxi</b>	<b>Premier Limo</b>
KLIA to Hotel CaPITOL	RM74.30 (US\$25) / *RM109.30 (US\$36)	RM102.10 (US\$34) / *RM151.10 (US\$50)
Hotel CaPITOL to KLIA	RM64.40 (US\$22) / *RM94.40 (US\$31)	RM77.70 (US\$26) / * RM114.70 (US\$39)

\* Midnight Surcharge – 12 midnight to 6.00 am  
Budget and Premium coupons are sold at the same counter.

**Train (KLIA Ekspres)**

KLIA Ekspres is the fastest way to travel to the city, as the journey only takes 28 minutes non-stop. Frequency: Every 15 minutes during peak hours

**Normal Fares:**

Journey Adult:	One Way RM35	Return RM70 (US\$24)
Service Schedules:	First Train: 5:00am	
	Last Train: 12.30am (from KL Sentral), 1:00am (from KLIA)	

**7. INSURANCE**

The ABU strongly recommends that you to arrange for travel insurance once your travel is confirmed. Please note however, that you/your organisation will have to bear the cost of insurance. Also kindly note that should you travel to this ABU meeting without arranging travel insurance over (e.g. for lost luggage, stolen or lost money, medical treatment, hospitalisation, etc) the ABU will not be responsible for any costs incurred as a result of you not arranging travel insurance.

**8. EXCHANGE RATE**

The current exchange rate is US\$1.00 = RM3.04

**9. VISA**

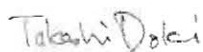
Nationals of many countries do not require a visa to enter Malaysia for short stays. Nationals of the UK and many Commonwealth countries do not need a visa to enter Malaysia, and no visa is required for US citizens visiting Malaysia for social, business or academic purposes (except for employment).

Full details of visa requirements for different nationals are provided on the Immigration Department of Malaysia's website at <http://www.imi.gov.my>

Consult with the Malaysian Embassy in nearest country / nearest region.

We look forward to welcome you to Kuala Lumpur and to your co-operation for a successful and productive meeting.

Yours sincerely



Takeshi Doki  
Director, Programming Dept

- Encl : 1) Draft Agenda  
2) Guidelines and Working Procedures  
3) Invitation  
4) Flight and Hotel Form

## **ABU Children's Drama Co-Production – 10<sup>th</sup> Series**

### **Theme: Children's Mental Growth**

The theme can be interpreted in various ways. It could be any experience that children go through in their daily life.

Most importantly, the story has to be unique with a universal message.

### **Target Audience: Aged 7-9 years**

The age of child actors (hereinafter, "kids") should not be over 10 years old.

### **Duration of the content: 15 minutes** sharp (From opening title to ending credit)

### **Production Guidelines**

- 1) In principle, synchronous dialogues should be absent or kept to a minimum. However they could be permitted if they have a special meaning for the storyline.
- 2) The meaning of any synchronous dialogue should be visualised through the actions of the kids or with minimum narration, if necessary.
- 3) In principle no narration is permitted.
- 4) No synchronous dialogues can be used during on-screen close-ups of the kids.

### **Key Points for Success**

- 1) Kids should be active and charming, drawing the attention of the TV audience.
- 2) Kids should be exposed to a situation/problem that could be significant and interesting to the TV audience.
- 3) The situation/problem is not easy to resolve for the kids.
- 4) The process of resolving the situation/problem should be vividly described with actions that can be understood by the TV audience of any country.
- 5) The most important factor in making quality dramas is that the producer should have the enthusiasm to convey the message of the kids toward TV audience.

#### **Responsibilities of the Producer**

- 1) To produce one programme at its own cost.
- 2) To be responsible, at its own cost, for obtaining/clearing all the rights in connection with its production for international use.
- 3) To start the shooting after close consultations with the Executive Producer.
- 4) To submit one clean copy and one final version Digital Beta/DVD (PAL) to the ABU.
- 5) To be responsible for delivering one clean copy and one final version Digital Beta/DVD (PAL) of his/her episode to all the other producers.

#### **Responsibilities of the Executive Producer**

- 1) To supervise and ensure the high quality and consistency of all the episodes of the series.
- 2) To provide the producer from time to time with suggestions and advice until the end of the production.
- 3) To visit the producer at his/her organisation of origin, if necessary, to provide suggestions directly

#### **Rights of the ABU**

The ABU shall be entitled to the following rights of the series for a period of 10 years:

- 1) To sublicense broadcasting rights for those TV broadcasters inside and outside the ABU members' territories.
- 2) To use freely the footages of the series (up to three minutes) for promotional purposes.
- 3) To use the income incurred by the programme sales of the series for future productions.

#### **Rights of the Producer**

"Make one, take all" is the principle of this co-production. All the participating producers are entitled to receive all the episodes of others to broadcast them through the producer's organisation. In case editing is necessary, it is permitted after consulting with the ABU.

#### **Copyright**

The copyright of the series shall belong to the ABU. The copyright of each episode shall belong to the producing organisation.

# FLIGHT DETAILS & ACCOMMODATION REQUEST FORM



## 10<sup>th</sup> ABU Children's Drama Co-Production Series (1<sup>st</sup> Meeting) 2- 4 April 2013 (Kuala Lumpur, Malaysia)

**NAME** (as per passport)  
**DESIGNATION**  
**ORGANISATION**

### CONTACT INFORMATION

Tel : Fax :  
E-mail : Mobile :

### FLIGHT DETAILS

ARRIVAL at Kuala Lumpur

DEPARTURE from Kuala Lumpur

Flight no.:

Flight no.:

### PASSPORT DETAILS

Passport no.: Date of issue:  
Place of issue: Date of expiry:

HOTEL ACCOMMODATION PARTICULARS: Hotel CaPITOL, Kuala Lumpur					
Breakfast Open:7-9am	Room rate (p/night) Currency in US\$ (Approx)	Bed	Date: check in	Date: check out	Name of your roommate (If any)
Inclusive of breakfast and Internet	RM249.40 = US\$83.00	Single			
Address: Jalan Bulan, Off Jalan Bukit Bintang ,55100 Kuala Lumpur , Malaysia Reservations Tel : +603 2143 7000 Email: <a href="mailto:reservations@capitol.com.my">reservations@capitol.com.my</a> URL: <a href="http://www.hotelcapitol-kualalumpur.com">http://www.hotelcapitol-kualalumpur.com</a>					

**Please complete this form and fax / email it by 8<sup>th</sup> March 2013 to:**

Saras Kajandram (Mrs)  
Team Assistant, Programme Department  
Asia-Pacific Broadcasting Union (ABU)  
Tel: +603 2282 2233  
Fax: +603 2282 4606 / 5292  
E-mail: [saras@abu.org.my](mailto:saras@abu.org.my)  
c.c [hanizah@abu.org.my](mailto:hanizah@abu.org.my)



## 10<sup>th</sup> ABU Children's Drama Co-Production Series 2-4 April 2013, Kuala Lumpur, Malaysia

<b>DAY 1                      2<sup>nd</sup> April 2013 (Tuesday)</b>	
0900– 1000	<ul style="list-style-type: none"> <li>▪ <b>Welcome remarks &amp; introductions</b></li> <li>▪ <b>Special 10<sup>th</sup> anniversary video clips screening</b></li> <li>▪ <b>Coffee break &amp; photo session</b></li> </ul>
1030– 1230	<ul style="list-style-type: none"> <li>▪ <b>9<sup>th</sup> Series episodes screening / Discussion / Q &amp; A / Lunch</b> -BBS,Bhutan / CCTV,China / EBS,Korea / IRIB,Iran</li> </ul>
1400– 1545	<ul style="list-style-type: none"> <li>▪ <b>9<sup>th</sup> Series episodes screening / Discussion / Q &amp; A / Coffee break</b> -MNB,Mongolia / NHK,Japan / RTB,Brunei / RTHK,Hong Kong</li> </ul>
1600– 1730	<ul style="list-style-type: none"> <li>▪ <b>9<sup>th</sup> Series episodes screening / Discussion / Q &amp; A</b> -RTM,Malaysia / SLRC,Sri Lanka</li> <li>▪ <b>EP's review &amp; End</b></li> </ul>
<b>DAY 2                      3<sup>rd</sup> April 2013 (Wednesday)</b>	
0900 – 1000	<ul style="list-style-type: none"> <li>▪ <b>2013 Story ideas proposal / Coffee break</b></li> <li>▪ -BBS,Bhutan / CCTV,China / EBS,Korea</li> </ul>
1030 – 1230	<ul style="list-style-type: none"> <li>▪ <b>2013 Story ideas proposal Session / Lunch</b></li> <li>▪ -IRIB,Iran / MNB,Mongolia / NHK,Japan</li> </ul>
1400 – 1545	<ul style="list-style-type: none"> <li>▪ <b>2013 Story ideas proposal Session / Coffee break</b> -RTB,Brunei / RTHK,Hong Kong</li> </ul>
1600 – 1730	<ul style="list-style-type: none"> <li>▪ <b>2013 Story ideas proposal Session</b> -RTM,Malaysia / SLRC,Sri Lanka</li> <li>▪ <b>End</b></li> </ul>
<b>DAY 3                      4th April 2013 (Thursday)</b>	
0900 – 1000	<ul style="list-style-type: none"> <li>▪ <b>2013 Story ideas proposal by newcomers (tbc)</b> -THAI PBS,Thailand / VTV,Vietnam</li> </ul>
1030 – 1230	<ul style="list-style-type: none"> <li>▪ <b>2013 Story ideas proposal Session by newcomers (tbc)</b> -MRTV4,Myanmar / TVRI,Indonesia</li> <li>▪ <b>Episodes Development Schedule</b></li> </ul>
1400 – 1545	<ul style="list-style-type: none"> <li>▪ <b>Relevant Workshop (topic tbc)</b></li> </ul>
1600 – 1730	<ul style="list-style-type: none"> <li>▪ <b>Relevant Workshop (topic tbc)</b></li> </ul>