



บันทึกข้อความ

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

ที่ นร 0209/สปต./60

วันที่ 19 มกราคม 2548

เรื่อง ABU จัดการประชุมเพื่อแลกเปลี่ยนรายการเด็ก และการประชุมเชิงปฏิบัติการว่าด้วยรายการเด็ก

เรียน ผอ.สรท.11 และ ผอ.สปข.1-8

เพื่อโปรดพิจารณา/ดำเนินการ

1. ข้อเท็จจริง

1.1 ABU เชิญ กปส. ส่งบุคลากรเข้าร่วมการประชุมจำนวน 2 รายการต่อเนื่องกันได้แก่ การประชุมเพื่อแลกเปลี่ยนส่วนประกอบรายการเด็ก วันที่ 4 – 6 กรกฎาคม 2548 และการประชุมเชิงปฏิบัติการว่าด้วยรายการเด็ก วันที่ 7 – 9 กรกฎาคม 2548 ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย

1.2 ในการประชุมเพื่อแลกเปลี่ยนรายการเด็ก ผู้เข้าร่วมประชุมจะต้องนำส่วนประกอบรายการ (item) ไปแลกเปลี่ยนอย่างน้อย 4 ตอน ในหัวข้อใดหัวข้อหนึ่งที่ ABU กำหนด ได้แก่

- Children's stories
- How things are made.
- Nature / animals
- Innovative and Experimental items

1.3 คุณสมบัติของผู้เข้าร่วมประชุมจะต้องเป็นผู้ผลิตรายการหรือผู้กำกับรายการสำหรับเด็กที่มีความกระตือรือร้น และมีความรู้ภาษาอังกฤษดี อนึ่ง ABU แนะนำว่าควรส่งผู้เข้าร่วมกิจกรรมคนเดิมเนื่องจากวัตถุประสงค์หลักของการประชุมคือการอบรมระยะยาว (รายละเอียดต่าง ๆ เกี่ยวกับการประชุมปรากฏตามเอกสาร ABU ที่แนบ)

1.4 ABU มีทุนจำนวนจำกัดให้แก่สมาชิกที่ขาดแคลนงบประมาณ ซึ่งทุนดังกล่าวครอบคลุมเฉพาะค่าโดยสารเครื่องบินไป – กลับ ชั้นประหยัด และค่าพาหนะระหว่างสนามบิน – โรงแรมที่พักเท่านั้น และหากประสงค์จะขอรับการสนับสนุนดังกล่าว จะต้องระบุในใบลงทะเบียนเข้าร่วมประชุมด้วย (ประมาณการค่าใช้จ่ายในการเดินทางทั้งหมดตามเอกสารแนบ)

2. ข้อพิจารณา

สปต. ขอให้ สรท.11 และ สปข.1 – 8 พิจารณาเสนอชื่อบุคลากรที่มีคุณสมบัติตามที่ ABU กำหนด หน่วยงานละ 1 คน พร้อมกรอกข้อมูลในแบบประวัติการทำงานและใบลงทะเบียนของ ABU ที่แนบมาพร้อมนี้ และส่งไปยัง สปต. ภายในวันที่ 18 กุมภาพันธ์ 2548 เพื่อรวบรวมนำเสนอ อปส. คัดเลือกต่อไป ทั้งนี้สำนักต้นสังกัดจะต้องรับผิดชอบค่าใช้จ่ายของผู้แทน ซึ่งในเบื้องต้นเห็นควรขอรับการสนับสนุนจาก ABU ด้วย หากไม่ได้รับการสนับสนุนต้นสังกัดจะต้องรับผิดชอบของค่าใช้จ่ายทั้งหมด

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการตามข้อ 2 ด้วย จักขอบคุณยิ่ง

(นางลดาวัลย์ บัวเอี่ยม)

ร.ผอ.สปต.

ประมาณการค่าใช้จ่าย
ในการเดินทางไปร่วมการประชุมเพื่อแลกเปลี่ยนรายการเด็กและ
การประชุมเชิงปฏิบัติการว่าด้วยรายการเด็กของ ABU
3 – 10 กรกฎาคม 2548 ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย (รวมวันเดินทางไป – กลับ)

1. ค่าโดยสารเครื่องบินไป – กลับ กรุงเทพฯ – กัวลาลัมเปอร์ (ชั้นประหยัด)	16,000 บาท
2. ค่าเบี้ยเลี้ยง 8 วัน ๆ ละ 2,100 บาท	16,800 บาท
3. ค่าที่พัก 7 วัน ๆ ละ 500 บาท	35,000 บาท
4. ค่าพาหนะในประเทศของต่างประเทศ	2,000 บาท
5. ค่าธรรมเนียมสนามบินกรุงเทพฯ	500 บาท
6. ค่าพาหนะระหว่างบ้านพัก – สนามบินดอนเมืองไป – กลับ	<u>500</u> บาท
	<u>70,800</u> บาท

หมายเหตุ หากได้รับทุนจาก ABU จะเป็นการสนับสนุนค่าใช้จ่ายในข้อ 1 และข้อ 4 เท่านั้น



ประวัติการทำงาน

ชื่อผู้สมัคร นามสกุล

ชื่อ-นามสกุล (ภาษาอังกฤษ) อายุ ปี

ตำแหน่ง ระดับ

สังกัด

หมายเลขโทรศัพท์ โทรสาร

ดำรงตำแหน่งในระดับนี้ตั้งแต่วันที่ เดือน พ.ศ.

อายุราชการ ปี เดือน เงินเดือน บาท

การศึกษาสูงสุด

หน้าที่ความรับผิดชอบ

1.
2.
3.
4.

(ลงชื่อผู้สมัคร)

(.....)

(วันที่)

คำรับรองของผู้บังคับบัญชา (ผู้บังคับบัญชาที่ควบคุมดูแลการปฏิบัติงาน)

ได้ตรวจสอบประวัติการทำงานข้างต้นของ แล้ว

เห็นว่าถูกต้องตรงตามความเป็นจริงทุกประการ

(ลงชื่อผู้รับรอง)

(.....)

(ตำแหน่ง)

ประทับตรา

(ลงชื่อผู้รับรอง)

ลงวันที่ / /

From : Anothai Udomsilp <anothai@prd.go.th>
To : sukanda@prd.go.th, wanida@prd.go.th, pannipa_a@hotmail.com, intercoop@prd.go.th, abuthai@hotmail.com, sumonpan@hotmail.com
Subject : FWD: ABU CHILDREN'S TV PROGRAMME ITEM-EXCHANGE MEETING & WORKSHOP JULY 4-9, 2005, KUALA LUMPUR, MALAYSIA
Date : January 17, 2005 9:56:38 AM ICT
Priority : Normal

----- Original Message -----

From : "Robana" <robana@abu.org.my>
To : robana@abu.org.my
Cc : panjshiriar@yahoo.com, rta_afg@yahoo.com, aaywfk@hotmail.com, im.sonia@abc.net.au, crawford.geoffrey@abc.net.au, jflynn@freetvaust.com.au, bkruger@nine.com.au, "Julie Eisenberg" <julie.eisenberg@sbs.com.au>, julie@sbs.com.au, "Mahbubul Alam" <btv@bdonline.com>, dorjiwangchuk@bbs.com.bt, "Haji Md Hussain Bin Abdul Rahman" <rtbipro@brunet.bn>, himsuong@camnet.com.kh, "Cao Yin" <caoyin@chinasarft.gov.cn>, "Ken Clark" <kclark@fijitv.com.fj>, hilka.hyrkko@yle.fi, jacqueskatan@wanadoo.fr, aroomataaroa@tntv.pf, tntv@tntv.pf, a.weiss@das.erste.de, burkhard.nowotny@dw-world.de, "Frank-Dieter Freiling" <Freiling.F@zdf.de>, "Peter Kwan" <petekwan@atv.com.hk>, atv@atv.com.hk, "J M Gardner" <gardnerj@rthk.org.hk>, taikm@rthk.org.hk, stephen.chan@tvb.com.hk, nharjal@yahoo.com, nharjal@dgdd.org.in, azka@an.tv, ria@an.tv, Dwi.Anita@tpi.tv, program@indosiar.com, "Irwan Hendarmin" <sports@rcti.tv>, fanny@sctv.co.id, wisnuhadi@sctv.co.id, andj_fachrudin@yahoo.com, andiriset@tvri.co.id, "Mohammad Reza Saidabadi" <saidabadi@yahoo.com>, "Seitaro Murao" <seitaro.murao@fujitv.co.jp>, minoru.okamura@fujitv.co.jp, "Rie Hayashi" <hayashi.r-ik@nhk.or.jp>, "Tadahisa Mori" <inter@nab.or.jp>, "Jun Ogawa" <jogawa@best.tbs.co.jp>, hatai@tv-asahi.co.jp, inteljo@jrtv.gov.jo, hala@jrtv.gov.jo, "Yerkanat Tumenbayev" <tan@khabar.almaty.kz>, kimhyun@ebs.co.kr, cachoi@kbs.co.kr, ineskim@kbs.co.kr, eunky0120@kbs.co.kr, wsmin@mbc.co.kr, phs@sbs.co.kr, snbckr@hotmail.kg, tudiana@mail.ru, lntv@loatel.com, "Cindy Chan Hau Vai" <tdmadm@tdm.com.mo>, "Dato' Shazali Ramly" <shazalli@ntv7.com.my>, "Mazura Mansur" <mazura@rtm.net.my>, "Ahmed Zaki Nafiz" <informat@dhivehinet.net.mv>, zaki@maldivesinfo.gov.mv, mbc@intnet.mu, mrtv@magicnet.mn, tv5_info@yahoo.com, nepty@ccsl.com.np, Noel.Vautier@tvnz.co.nz, "Broadcast Manager" <2niradio@ni.net.nf>, johan.thorud@nrk.no, dp@ptv.com.pk, "Bushra Rafiq" <dir@ptv.com.pk>, ajstni@comsats.net.pk, ajstni@comsats.com, ceo@stn.com.pk, geotvpk@yahoo.com, "Rupert S Nicdao Jr" <kbp@pacific.net.ph>, jsisabelo@yahoo.com, jose.isabelo@gmail.com, rtc2000@qatar.net.qa, rtrinterdep@rfr.ru, huthail@saudinform.org, taiho@mediacorpnews.com, lilychong@mediacorptv.com, "Rosmand Senaratne" <rosmand@swarnavahini.lk>, itneng@slt.lk, "Newton Gunaratne" <itnch@slt.lk>, damayanthi@mtv.maharaja.lk, dg@rupavahini.lk, ruvahini@slt.lk, ict@rupavahini.lk, "James Jeanneret" <james.jeanneret@swissinfo.ch>, virgilio.guterres@rttl.org, anothai@prd.go.th, anothaitaw@hotmail.com, "Anothai" <abuthai@hotmail.com>, bunnag@pacific.net.th, genel.sekreterlik@trt.net.tr, "Barry Langridge" <barry.langridge@bbc.co.uk>, Chuck.R.Lustig@abc.com, cjh@cbsnews.com, IMcKay@Bonneville.com, Fritz.Vonklein@nbcuni.com, jim.walton@cnn.com
Subject : ABU CHILDREN'S TV PROGRAMME ITEM-EXCHANGE MEETING & WORKSHOP JULY 4-9, 2005, KUALA LUMPUR, MALAYSIA
Date : January 14, 2005 3:33:46 PM ICT

To: ABU Liaison Officers (TV)

With reference to the above matter, please find:

1. Invitation Letter and Participation Form
2. Tentative Guidelines and Working Procedures for 2005
3. Workplan to UNESCO New Delhi

Regards

Robana

Programme Department

January 14, 2005

To: 1) ABU Liaison Officers (TV)
2) Last year's participants

Dear Colleague

**ABU CHILDREN'S TV PROGRAMME
ITEM-EXCHANGE MEETING & WORKSHOP
JULY 4-9, 2005, KUALA LUMPUR, MALAYSIA**

On behalf of the Chairperson of the ABU Children's Programme Working Party, this is to invite your organisation to participate in the above meeting & workshop. The first three days are for the exchange, followed by a three-day workshop.

PARTICIPATION

If your organisation wishes to participate, please complete the **Participation Form** and fax or e-mail the attached form to us no later than **March 1, 2005**.

PART I : ITEM-EXCHANGE MEETING

1. DATES & VENUE

July 4-6, 2005 (0900 - 1800)
Venue to be confirmed.

2. OBJECTIVES

The primary objective of the meeting is to provide participating producers with an opportunity to view and select items brought for exchange. Participants will discuss the contents of their offers at the meeting and exchange ideas with other producers and advisers aiming at improving the quality of their children's programming.

3. PARTICIPANTS' STATUS

a) **Active Participants** - Any ABU member organisation, regardless of membership category, may send one or more directors or producers of children's TV programmes to the meeting. They are eligible to participate

in the actual exchange of items as well. Affiliate members are allowed to participate if they have the broadcasting facility.

However, **he/she has to be an active producer of children's TV programmes** in his/her organisation and should be proficient in English.

Member organisations are strongly encouraged to send the same participants to this event every year, as one of the objectives of the meeting is the long term training of the participants.

Some of them may also act as advisers.

- b) **Observers** - Non-ABU member organisations and those ABU member organisations which are sending their producer(s) for the first time or after two years' absence will be categorised as observers.

They are welcome to attend the annual producers' meeting and participate in all discussions.

However, if those ABU members first timers or those who attend after a two year absence bring at least four items deemed suitable for exchange, then automatically they become eligible.

Non-ABU member organisations are not eligible for the exchange.

4. **CATEGORIES**

The subject categories are ;

- a) Children's stories
- b) How things are made
- c) Nature/animals
- d) Innovative and Experimental items

* For more detail about the categories please refer to the Guidelines.

5. **NUMBER OF ITEMS TO BE OFFERED**

Participating organisations are required to offer at least four items for exchange. They can choose to offer items on any of the above subject categories. There is no compulsory category. However it is recommended that participants, especially the first timers, bring more than five items so that they will have at least four items suitable for exchange if some of their materials are disqualified.

6. **DURATION OF EACH ITEM AND TOTAL DURATION FOR SCREENING**

Each item offered should not be more than seven minutes. Total duration of items offered by any organisation should not exceed 25 minutes. Due to time constraints, we will have to observe the above strictly.

7. **PROGRAMME CONTENT**

Items offered should come from their own broadcasting programmes. Please bear in mind that the items for exchange are to be slotted in a children's magazine programme and must be suitable for an international mix of child audience.

Each item should have a distinct logic, even if it is only part of a segment of your programme.

No Lip-synchronisation

As this item-exchange is aimed at exchanging items internationally, with many different languages spoken, all lip-synchronisation should be avoided unless occurring in natural situations which do not require translation.

Obvious examples to be avoided are : presenters or a child/children talking to the camera, conversations between children, interview with children, actors/actresses playing dramas, etc.

Promotional materials are not suitable for exchange.

8. **TAPE REQUIREMENTS**

FOR VIEWING (VHS tapes)

Items to be offered at the producers' meeting should be recorded on VHS cassette tapes according to categories, **one tape per category** e.g. if there are three items on "Children's Stories", then these should be recorded on one tape and the other item under the "How things are made" should be on another tape. The tape should be either on PAL or NTSC system.

Tapes for screening should be sent to the ABU Programme Department together with the "Entry Form" **no later than May 31, 2005**. You are strongly advised to make another copy of your programme and bring it to the meeting with you in case we do not receive your VHS tape on time. Please note that the tape must be sent to RTM-Malaysia. They will receive all tapes and clear customs on our behalf. Please address your package to:

ABU Children's TV Programme Item-Exchange 2005
C/o Ms Mazura Mansur
Head, International Relations Unit
Radio Television Malaysia (RTM)
2nd Floor, Wisma TV, Angkasapuri
50614 Kuala Lumpur, MALAYSIA
Tel :(603) 2282 7752
Fax:(603) 2282 4735

All freight and postage charges must be borne by the participating organisation.

BETACAM TAPES FOR ACTUAL EXCHANGE

Each participant must bring one 30 minute betacam SP which contains all the items to be offered at the meeting. There should not be any super graphics or subtitles (clean picture)

The Betacam tape will be brought back to the Programme Department and items selected by the members will be copied into one the master tapes and to be sent to the members

* For more detail about the categories please refer to the Guidelines.

PART II : WORKSHOP

1. **DATES & VENUE**
July 7-9, 2005 (0900 - 1730)
(Same venue as above)
2. **SUBJECT**
Children Documentary
3. **OBJECTIVES**

Children Documentary focus on Children

Most of the times we need to work with a young main-character in this genre of production. In this workshop our trainer will teach our members to be sensitive when working with young character. At the same time not to forget our "documentarian" viewpoint. To be extra patience and consideration is a must, as we will train the members to solve comment challenge that they will face in their production.

Children Documentary targeting at young audience

Our producers will learn how to produce documentary that are educational and at the same time entertaining to kids. This is to keep the short attention spends of kids while we try to teach and communicate useful information.

WORKING PARTY MEMBERS TO ASSIST PARTICIPANTS

The ABU Children's Programme Working Party was set up in 2000. The party consists of 6 committed members who have vast experience in the production of children's TV programmes and have been actively participating in item-exchanges and workshops.

Also, they were able to contribute time and effort in helping participants achieve the aims of these activities.

All 6 members were each given a sub-regional grouping to communicate with and help participants in the understanding and adherence to the Guidelines and Working Procedures for the item-exchange meeting. Besides that, they will discuss and help participants with the items participants intend to bring to the item-exchange meeting.

The Guidelines and Working Procedures for the 2005 exchange, further details of the workshop and relevant details will be sent direct to your nominee upon receipt of confirmation of participation. The relevant Working Party member will be contacting your nominee in due course to offer any assistance your nominee will require.

FELLOWSHIPS

There is a limited number of fellowships available to those from less affluent organisations. Please indicate on the Participation Form if financial assistance is required. Fellowship includes economy return air ticket and airport transfers but excludes accommodation.

INQUIRIES

Mr Francis Kok
Senior Executive, Programme Department
Tel. (60 3) 2282 2480
Fax (60 3) 2282 4606
E-mail: francis@abu.org.my

We look forward to your positive reply.

Yours sincerely

Haruo Sakitsu
Director, Programme Department

Encl : 1) Invitation & Participation form
2) Workplan & Agenda
3) Guidelines



PARTICIPATION FORM

ABU CHILDREN'S TV PROGRAMME ITEM-EXCHANGE MEETING & WORKSHOP 2005 JULY 4-9, 2005, KUALA LUMPUR, MALAYSIA

A producers' meeting to exchange children's TV programme items as well as a three-day workshop will be held in Kuala Lumpur, Malaysia from July 4-9, 2005. If your organisation wishes to participate in the above events, please complete and return this form (by e-mail or fax) **no later than March 1, 2005**. Your nominee/s may participate in both events or either one only. Please use a separate Participation Form for each nominee.

All future correspondence to the nominee should be sent by :
(Please tick in appropriate box)

E-mail

Fax

(Please type or write neatly in block letters)

1. Kindly provide details of your nominee.

(a) Name : (Mr/Ms/Miss/Mrs/Madam)

(b) Position :

(c) Organisation :

(d) Tel No. :

(e) Fax No. :

(f) E-mail :

(g) Experience : (Past & Present)

2. **IMPORTANT!!**

Your nominee to the above meeting must be an experienced English-speaking director or producer.

3. Please indicate the events your nominee will attend :

- Both Item-Exchange Meeting & Workshop (July 4-9, 2005)
- Item-Exchange Meeting Only (July 4-6, 2005)
- Workshop Only (July 7-9, 2005)

4. Is your delegate's attendance dependent on financial assistance from the ABU?
 (This year, only economy return airticket and budget taxi KLIA Airport/hotel/KLIA)
 *KLIA – Kuala Lumpur International Airport

- YES NO

5. Please give your contact person for all future correspondence:

(a) Name : (Mr/Ms/Miss/Mrs/Madam)

(b) Position :

(c) Postal Address :

(d) Tel No. :

(e) Fax No. :

(f) E-mail :

6. Approved by (nominee's superior):

(a) Signature :

(b) Name :

(Mr/Ms/Miss/Mrs/Madam)

(c) Position :

(d) Organisation :

(e) Date :

7. Do you have any VCD player in your organisation to play back VCD programme?:

- YES NO

Please e-mail or fax this form no later than March 1, 2005 to:
Mr Francis Kok
Senior Executive, Programme Department
Asia-Pacific Broadcasting Union



ABU CHILDREN'S TV PROGRAMME ITEM-EXCHANGE

TENTATIVE GUIDELINES AND WORKING PROCEDURES FOR 2005

1. PARTICIPANTS & ELIGIBILITY

a) **Active Participants**

Any ABU member organisation, regardless of membership category, may send one or more producers of children's TV programmes to the meeting. They are eligible to participate in the actual exchange of items as well. Affiliate members are allowed to participate if they have the broadcasting facility.

Each organisation should ensure that their representative/s are active producers/s of children's TV programmes and are proficient in English. It is strongly urged that the same producers attend the annual meeting to ensure continuity.

b) **Observers**

i) *ABU member organisations* sending their producers for the first time or after two years' absence will be categorised as observers.

ii) *Non-ABU member organisation* delegates are categorised as observers and are not eligible to participate in the exchange of items.

c) **EBU delegate/s**

Any EBU delegate is eligible to participate in the actual exchange as from August 1999. This is the result of EBU's acceptance of ABU's proposal for an expanded children's item exchange between ABU and EBU at the Saarbrücken Exchange Meeting in May 1999.

2. NUMBER OF ITEMS OFFERED FOR EXCHANGE AND ELIGIBILITY

a) **Active participants** must bring to the meeting **at least four items** under the agreed categories.

b) **Observers (ABU) who are first timers** or those attending after a two year absence and bring at least four items deemed suitable for exchange, will automatically become eligible to participate in the actual exchange of items.

3. DURATION OF ITEMS OFFERED FOR EXCHANGE

Individual items offered for exchange **must not exceed seven minutes' duration**. The total running time of items offered **should not exceed 25 minutes**.

4. CATEGORIES

Specifications for items offered for viewing and exchange should fit any one of the following four categories:

a) Children's Stories

Stories for the exchange must be easily translatable into other languages.
There must be no lip synchronisation.

b) How things are made

The subject could be tools/equipment in the house, musical instruments, food, fruits or anything that children see/use/play in their daily lives. Process should be clearly shown. Natural sound is preferable. It is encouraged that a story is created around the process shown.

c) Nature/Animals/Environment

Illustrative presentation of nature and animals would certainly attract and entertain small children. Issues such as the environment and conservation of nature could be instructive and informative to children as well and could also come under this category.

However, pets should not come under this category, but under the "Open Category".

d) Innovative and Experimental

Items are innovative and refreshing in their approach and that does not fit into the above categories. However, any type of quiz shows, game shows, song, dance or sports, by itself, should be excluded from this category.

NOTE :

There will be no preference in the selection of categories. In other words, you can offer any number of items in any category.

For instance, you can offer one item each per category as one extreme example, or all items in one category the other extreme example. All combinations are acceptable.

5. TARGETED AGE GROUP

Items offered for exchange should be targeted for an audience of either of the two following age groups :

- a) under seven years old
- b) seven to twelve years old

6. PROGRAMME CONTENT

Items offered should come from your own broadcasting programmes. If you do not have any children's programmes suitable to exchange, you are encouraged to produce new ones for the Exchange Meeting.

Please bear in mind that the items are to be slotted in a children's magazine programme and must be suitable for an international mix of children audiences.

Each item should be logical with a distinct beginning and ending, even if it is only part of a segment of your programme.

Obvious examples to be avoided are : presenters or a child/children talking to the camera, conversations between children, interview with children, actors/actresses playing dramas, etc.

7. TAPE REQUIREMENTS FOR VIEWING (VHS tapes)

Items to be offered at the producers' meeting should be recorded on VHS cassette tapes according to categories, **one tape per category** e.g. if there are three items on "Children's Stories", then these should be recorded on one tape and the other item under the "How things are made" should be on another tape. The tape should be either on PAL or NTSC system.

The sound is final mixed voice over in English. Subtitles in English can also be used.

Tapes for screening should be sent to the ABU Programme Department together with the "Entry Form" **no later than May 31, 2005**. You are strongly advised to make another copy of your programme and bring it to the meeting with you in case we do not receive your VHS tape on time. Please note that the tape must be sent to RTM-Malaysia. They will receive all tapes and clear customs on our behalf. Please address your package to

ABU Children's TV Programme Item-Exchange 2005
C/o Ms Mazura Mansur
Head, International Relations Unit
Radio Television Malaysia (RTM)
2nd Floor, Wisma TV, Angkasapuri
50614 Kuala Lumpur, MALAYSIA
Tel : (603) 2282 7752
Fax: (603) 2282 4735

All freight and postage charges must be borne by the participating organisation

SCRIPTS FOR ACTUAL EXCHANGE

Scripts must be provided in English and time coded, send the softcopy by email to kim@abu.org.my Producers should provide items with separate audio tracks for music and natural/background sound. In some countries , the natural sounds are considered essential, and the ability to mix the audio tracks to suit one's own needs is vital.

BETACAM TAPES FOR ACTUAL EXCHANGE

Each participant must bring one 30 minute betacam SP which contains all the items to be offered at the meeting. There should not be any super graphics or subtitles (clean picture)

The Betacam tape will be brought back to the Programme Department and items selected by the members will be copied into one the master tapes and to be sent to the members.

IMPORTANT Betacam tape requirements

Track	1	Natural/background sound
Track	2	Music
Track	3	Final mixed voice over (English or local language)

Please ensure that there are more than 3 seconds of silent pictures at the beginning and end of each item for editing purposes.

8. COPYRIGHT

Except for music licenses stated below, participating members must clear international copyright for items offered for exchange to be broadcast on television anywhere in the world. You must also ensure that the participating broadcasters can edit the items as they wish. Excerpts of the items offered for exchange may be uploaded on the ABU website for the purpose of promoting the exchange.

Music performing licenses necessary for the broadcast of an item exchanged shall be the responsibility of the participating member broadcasting it. However, to the best of the producer's knowledge, the producer of the item shall provide the particulars of music used in the items including title of music, name/s of composer and performer and in the case of literature, author, illustrator and publisher.

Any use of the exchange items in anything other than children's programmes will require the written permission of the owner of the items. Permission must also be obtained before items can be included in programmes for sale or distribution.

9. HOW TO EXCHANGE**a) Selection of Programmes**

Eligible participants will choose the programmes which they wish to have by completing and returning the "Programme Request Form" to the Programme Department after screening of all the programmes offered for exchange.

b) Actual exchange

The above forms will be collected by the Programme Department and a summary of the above called "Programme Exchange List" will be made and distributed to all participants.

c) Compilation of Requested Programmes

All the requested programme on beta tape will be collected by Programme Department, this is to compile into a set of master tapes.

d) Circulation of Master Tapes

Asia-Pacific region shall be divided into **6 sub-regions**. The ABU will make **6 copies** which contain all ABU items requested by the members. The tapes will then be circulated among the members in the 6 sub-regions in accordance with a list of eligible participants.

Upon receipt of the tape, members should make a copy for themselves immediately and send the master tapes to the next member on the list.

All participants are required to send the master tapes to the rest of the participants according to the "6 sub-regions List".

(IMPORTANT : Must be street address and not P O Box)

Please be reminded that:

- a) All charges relating to handling and freight have to be borne by senders.
- b) Despatch of tapes must be completed by two weeks upon received of the Master Tape.
- c) in any case, "EDUCATIONAL MATERIALS/S" should be written on the envelope.
- d) fax or e-mail notifying receipt of tapes and /or letter must be sent to the respective senders and Programme Department to kim@abu.org.my

10. EBU'S ITEMS FOR ABU PARTICIPANTS

Delegates from the EBU will bring to the ABU meeting items pre-selected by ABU delegates to the EBU meeting.

At the forthcoming ABU meeting, EBU delegates will select offered for exchange for their participants of the following year's Saarbrucken Exchange.

a) Actual Exchange A (EBU items to ABU members)

Asia-Pacific region shall be divided into **6 sub-regions**. The EBU will make **6 copies** which contain all selected EBU items. The tapes will then be circulated among the members in the 6 sub-regions in accordance with a list of eligible participants.

Upon receipt of the tape, members should make a copy for themselves immediately and send the tape to the next member on the list. Despatch of tapes must be completed by two weeks upon received of the Master Tape.

b) Actual Exchange B (ABU items to EBU)

The items selected by the EBU will be copied into one set of master tape and ABU sent it to the EBU **together with the English scripts**. The Betacam tape requirements as in Guideline NO.7 must be strictly adhered to.

DRAFT



ABU CHILDREN'S TV PROGRAMME ITEM-EXCHANGE MEETING & WORKSHOP 2005

Workplan to UNESCO New Delhi

Dates: 4 – 9 July, 2005

Venue: Kuala Lumpur, Malaysia

Overview

The ABU Children's TV Programme Item-Exchange Meeting and Workshop in 2004 was a tremendous success. With the great support from UNESCO, we had 19 funded participants from 17 countries including Afghanistan, Timor Leste and Kyrgyzstan. In total, 44 participants from 28 countries attended the event. It was a record breaking achievement in history of ABU for 13 years. In 2005, we will further develop and enrich the event.

Following previous year's format, our event spans 6 days with 3 days of meetings where focus is on the screening of items brought, related discussions and the exchange of these items. The following 3 days are for the workshop that takes place with an invited trainer / moderator leading the session

Next year we have set ourselves a target to invite 50 participants from 30 countries and regions. Beside the increases in the number of the participants, we find that it is also important to focus on raising the quality of items for exchange through the higher lever of cooperation with the participants, before the event.

The plan for the workshop will broaden the skill of our members in area of producing Children Documentary. If our members will be able to learn the correct methods of Children Documentary production, it will very beneficial to our children in Asia-Pacific.

In the present Kids TV market in Asia-Pacific, we are being heavily dominated by the supplies of western contents. This is due to the lack of quality programme from the Asia-Pacific regent. We will like to train our members to produce programmes that reflect their own culture.

Project Outline

Preparation for Item-Exchange Meeting

The key to success is in preparation, we will confirm the participants as early as possible (by mid of March) and help them to prepare appropriate programme items for exchange. As soon as we have the final list of participants, we will distribute the detailed programme item exchange guideline and a copy of good samples (in VCD) as a show reel to demonstrate visually the appropriate programme items for exchange. At the same time the Working Party members will supervise and give their advices to the participants in preparing their items for exchange before the meeting.

We will set a dateline for the participants to send us the VHS copy of their items for exchange to ABU by early June that will be one month before the meeting. We will work with the Working Party to check all the items for exchange and develop a structure for the item-exchange.

Day 1, 2 and 3

Item-Exchange Meeting (4-6 July, 2005)

For the first 2 and half days, the entire items for exchange that are brought by members will be screened, followed by discussions.

On the last part of the three days meeting we will schedule half a day in developing the members in creative incorporation of the items into their own programmes. We will ask some of the participating members to bring their own programmes that they had incorporated the items which they had gotten at the previous meeting (the Item-exchange Meeting in 2004). The producers will explain about their programmes and the participants will discuss how the items were creatively utilized.

Day 4 and 5

Workshop – Children Documentary (7 & 8 July, 2005)

Producing documentary for children documentary in a very important topic, but it is also easily over look. We should not tread this form of documentary like any other normal documentary, producing good children documentary need a very special skill set. Most of our producers are keen on this genre of documentaries, this is because it can be easily applied and incorporate into kids magazine programme.

Children Documentary focus on Children

Most of the times we need to work with a young main-character in this genre of production. In this workshop our trainer will teach our members to be sensitive when working with young character. At the same time not to forget our “documentarian” viewpoint. To be extra patience and consideration is a must, as we will train the members to solve comment challenge that they will face in their production.

Children Documentary targeting at young audience

Our producers will learn how to produce documentary that are educational and at the same time entertaining to kids. This is to keep the short attention spends of kids while we try to teach and communicate useful information.

Day 6

Workshop – Co-production of Children’s Drama Series Discussion (9 July, 2005) 1st half of the day

With the six completed title of Co-production of Children’s Drama Series (1st batch), we will screen and use this final programme as the training material. This is the best time to invite all the producers for this series to form a panel and lead by an invited trainer to have a question and answer session with all the participating members. If time permits we will also like to discuss and check on the progress of 2nd batch. Producers will be encouraged to present a rough cut of their 2nd batch for members’ discussion.

Working Party Member Meeting (For Working Party Member only) 2nd half of the day

Updated 5th Jan, 2005



ABU CHILDREN'S TV PROGRAMME EXCHANGE MEETING & WORKSHOP
4 – 9 July, 2005, KL, Malaysia

Meeting Agenda (Draft)

PART I: ITEM - EXCHANGE MEETING

JULY 4 (MONDAY)

09:00 Opening Session
 Group Photo
09:50 Tea Break
10:10 **Exchange Meeting:** Screening & Discussion
13:00 Lunch Break
14:00 **Exchange Meeting:** Screening & Discussion
16:00 Tea Break
16:20 **Exchange Meeting:** Screening & Discussion
18:00 End

JULY 5 (TUESDAY)

09:00 **Exchange Meeting:** Screening & Discussion
10:30 Tea Break
10:50 **Exchange Meeting:** Screening & Discussion
13:00 Lunch Break
14:00 **Exchange Meeting:** Screening & Discussion
16:00 Tea Break
16:20 **Exchange Meeting:** Screening & Discussion
18:00 End

JULY 6 (WEDNESDAY)

09:00 **Exchange Meeting:** Screening & Discussion
10:30 Tea Break
10:50 **Exchange Meeting:** Screening & Discussion
13:00 Lunch Break
14:00 **Administrative Meeting:** Exchange Procedures & Follow Up
16:00 Tea Break
16:20 Presentation and discussion of programmes that incorporate last year items
18:00 End

PART II WORKSHOP

Resource Person

JULY 7 (THURSDAY)

09:00-18:00

CHILDREN DOCUMENTARY FOCUS ON CHILDREN

- WORKING WITH YOUNG CHARACTER
- Focus on "documentarian" viewpoint
- How to overcome comment challenge that you face in children documentary
- How to cultivate, nurture and direct young character

JULY 8 (FRIDAY)

09:00-18:00

CHILDREN DOCUMENTARY TARGETING AT YOUNG AUDIENCE

- How to produce documentary that are educational and at the same time entertaining
- Overcome children short attention spans
- Comparisons and contrasts in the styles and approaches used
- Review and Summary of workshop

JULY 9 (SATURDAY)

09:00-13:00

ABU CO-PRODUCTION OF CHILDREN'S DRAMA SERIES

- Presentation of completed 6 episodes by episodes (1st batch) by episode producers and sharing of experience
- Check on the progress of 2nd batch

EXECUTIVE PRODUCER'S NOTE BOOK

- PROJECT REVIEW
- EP's experience and observations
- Guidelines and tips
- Call for 3rd batch participation

13:00

Lunch

14:00

Working Party Member Meeting (For Working Party Member only)

18:00

End