



ทบวทศ

สำเนา บันทึกข้อความ

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

ที่ นร 0209.03/21417

วันที่ 3 ตุลาคม 2550

เรื่อง การประชุมเชิงปฏิบัติการระดับนานาชาติ เรื่อง "Children's TV Programmes Co-production"

เรียน ผอ.สรท. ผอ.สปช. 1 – 8

AIBD ร่วมกับ CBA และกระทรวงการต่างประเทศของฝรั่งเศส กำหนดจัดการประชุมเชิงปฏิบัติการระดับนานาชาติ เรื่อง "Children's TV Programmes Co-production" ระหว่างวันที่ 11 – 15 กุมภาพันธ์ 2551 ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย การประชุมครั้งนี้มีวัตถุประสงค์เพื่อส่งเสริมความรู้เกี่ยวกับหลักการเขียนบทโทรทัศน์รายการเด็ก การผลิตรายการ การถ่ายภาพ จัดแสง ตัดต่อ และความรู้เกี่ยวกับการร่วมผลิต เช่น การทำข้อตกลง การหาแหล่งเงินทุน โดย AIBD กำหนดเงื่อนไขของผู้เข้าร่วมประชุม ดังนี้

1. ต้องส่งผลงานรายการโทรทัศน์ที่เกี่ยวกับเด็ก (VHS/DVD format) และสรุปบทโทรทัศน์เป็นภาษาอังกฤษส่ง AIBD ภายในวันที่ 30 พฤศจิกายน 2550 โดย AIBD จะคัดเลือกผู้เข้าประชุมจากผลงานที่นำเสนอ
2. เมื่อได้รับการคัดเลือกจาก AIBD แล้ว จะต้องเข้าร่วมการประชุมเชิงปฏิบัติการระดับนานาชาติ เรื่อง "Children's TV Programme Co-production" ระหว่างวันที่ 11 – 15 กุมภาพันธ์ 2551 ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย
3. ภายหลังเสร็จสิ้นการประชุมจะต้องผลิตสารคดีเกี่ยวกับเด็กตามหัวข้อที่กำหนด และส่งให้ AIBD ภายในวันที่ 11 เมษายน 2551 และยินยอมให้นำไปเผยแพร่ได้โดยไม่คิดค่าใช้จ่าย
4. ผลงานของผู้เข้าประชุมจะนำมาแสดงในการประชุมสุดยอดด้านสื่อสารมวลชนแห่งเอเชีย (Asia Media Summit AMS 2008) ระหว่างวันที่ 26 – 28 พฤษภาคม 2551 ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย

AIBD เชิญ กปส. ส่งผู้แทนเข้าร่วมประชุม โดย AIBD จะรับผิดชอบค่าที่พัก โดย กปส. จะต้องรับผิดชอบค่าใช้จ่ายสมทบอื่น ๆ ตามเอกสารแนบท้าย

ในการนี้ สปต. ขอให้ สรท.11 และ สปช. 1 – 8 พิจารณาส่งรายชื่อผู้ผลิตรายการโทรทัศน์ที่มีประสบการณ์ตั้งแต่ 3 – 5 ปี และมีความสามารถสื่อสารภาษาอังกฤษเป็นอย่างดี เพื่อเสนอ อปส. พิจารณาคัดเลือก โดยเบิกค่าใช้จ่ายสมทบจากหน่วยงานต้นสังกัด ทั้งนี้ ขอให้เสนอชื่อพร้อมประวัติการทำงานภาษาอังกฤษไปยัง สปต. ภายในวันที่ 10 ตุลาคม 2550

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จักขอบคุณยิ่ง

(นางลดาวัลย์ บัวเยี่ยม)

ผอ.สปต.

ร่าง/ตรวจทาน วนิดา

พิมพ์

ปีพ.ศ. 2550

ประมาณการค่าใช้จ่ายในการเดินทาง
เข้าร่วมประชุมเชิงปฏิบัติการระดับนานาชาติ เรื่อง “Children’s TV Programme Co-production”
ณ กรุงกัวลาลัมเปอร์ ประเทศมาเลเซีย
ระหว่างวันที่ 10 – 16 กุมภาพันธ์ 2551 (รวมวันเดินทางไป-กลับ)

1. ค่าโดยสารเครื่องบินชั้นประหยัด	เป็นเงิน	14,000 บาท
2. ค่าเบี้ยเลี้ยง (2,100 บาท x 7 วัน)	เป็นเงิน	14,700 บาท
3. ค่าเดินทางในประเทศของต่างประเทศ	เป็นเงิน	3,000 บาท
4. ค่าธรรมเนียมทำหนังสือเดินทางราชการ	เป็นเงิน	1,000 บาท
5. ค่าพาหนะระหว่างบ้านพัก-สนามบินไป-กลับสนามบินสุวรรณภูมิ	เป็นเงิน	1,000 บาท
รวมเป็นเงินทั้งสิ้น		<u>33,700 บาท</u>

หมายเหตุ : ค่าใช้จ่ายข้างต้นไม่รวมค่าใช้จ่ายในการเดินทางจากส่วนภูมิภาคมายังกรุงเทพฯ



ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

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Mr. Pramoj Rathavinij

Director-General, The Gov't. Public Relations Department
National Broadcasting Services of Thailand
(Government Public Relations Department),
* International Cooperation Division,
Foreign Office, Public Relations Department
9, soi Areesamphan, Rama IV Road, Phayathai,
Bangkok 10400, THAILAND

Dear Pramoj

**Re: AIBD/Commonwealth Broadcasting Association/French Government/...
International co-production on children's TV programmes "I am..." & International
workshop on: "Children's TV programmes co-production" from 11-15 February
2008 in Kuala Lumpur.**

We are pleased to inform you that AIBD in collaboration with the Commonwealth Broadcasting Association, the French Ministry of Foreign affairs and other partners is organizing an International Children's TV programmes co-production about, for and by children. This project was recommended by the recently concluded Asia- Pacific and Europe Partnership Committee at its last annual meeting in July 2007 in Maldives and was approved by the AIBD General Conference.

In this project AIBD is bringing together at least 20 TV children's programme Producers, to participate in a co-production of a short programmes series (mini documentary) for the Children with a view to strengthen cultural diversity and create a better understanding among children about various cultures and school of thoughts. This project is a true translation of cultural dialogue among children from around the world. Through that series called "I am...", children will have the opportunity to voice their opinion and express how they look at various cultures.

The main objectives of the project are to:

- Enhance the cultural diversity,
- Exchange value and to increase tolerance,
- Challenge the cultural homogenization and the stereotyping,
- Let children understand the meaning of diversity,
- Stimulate the local production on children's TV programmes,
- Invite broadcasters to play a role in celebrating the cultural difference,
- Involve children in a TV programme about and for them,
- Create an inter-continental co-production of mini TV documentary programmes,
- Offer a south-south cooperation in broadcasting media.

Participants, in collaboration with a child, will be invited to write and produce their own "I am..." programme and to mail it to the AIBD. Afterwards, AIBD will compile the whole series of 20 programmes on a DVD and will provide it to each participant. The Executive Producer for this project is Ms. Firdoze Bulbulia, Chairperson of the 5th World Summit on Media for Children and CBFA from South Africa...

At the beginning of the project, AIBD and its partners will conduct a 5-day international workshop on "Children's TV programmes co-production". This workshop is scheduled from 11-15 February 2008 and will be held in Kuala Lumpur, Malaysia.

The workshop intends to improve the quality of children programming and to explore various questions about it. The content will cover 3 main areas: Script writing, Directing and Co-production.

We have the pleasure of inviting your organization to join this project. Your organization is invited to nominate up to 3 producers with 3-5 years of experience who are interested in taking part in this project. AIBD will select and invite one to two producers among your candidates to attend the workshop and join this co- production. We would appreciate if you could kindly provide us the CV's of your nominees by end of September 2007. We will provide you further details about the upcoming workshop in KL once we receive the list of your nominees.

Please invite your programme department to contact my Programme Manager, Mrs Juliette Vivier directly should they require further information. Her e-mail address is juliette@aibd.org.my

We look forward to receiving confirmation of your participations **on or before end of September 2007.**

Enclosed herewith is the project presentation document.

I am looking forward to hearing from you soon,

With my best personal regards,

Yours sincerely,


JAVAD MOTTAGHI
Director AIBD



AIBD Co- Production on Children's TV programmes

"I am..."

In partnership with CBA and the French Ministry of Foreign Affairs

Background

Asia- Pacific is the largest and most populous continent or region, depending on the definition. The region represents more than half of humanity. One of the most important facts about millions of people that are living in this region is the diversity of their culture, religion, traditions and way of life. This exists not only between countries but in many cases is found within national boundaries. This naturally leads to diversity of views and ideas which will ultimately make a diverse audience when it comes to media.

The cultural diversity encompasses differences based on race, ethnicity, religion, language, value and belief systems, age, disability, class, sexuality, gender and educational background. The diversity of the region is its strength and an asset with valuable opinions, perspectives and interests that come from a diverse population.

Cultural diversity enriches all aspects of life and encourages approaches to learning opportunities that are relevant to our increasingly global environment. In that global perspective, cultural diversity affects any regions or continents and is a human treasure that has to be shared by all.

Children

For the first time in human history, most of our children are now born into homes where most of the stories told do not come from parents, neighbors, schools, churches, communities, or even, in many places, from their native countries, but from a handful of global conglomerates. All too often television has greater influence on children than do parents or teachers. It is impossible to overestimate the radical effect that this has on the way our children grow up, the way we live, and the way we conduct our affairs. People think Television is a programme, but television is more than that; television is a mythology- highly organically connected, repeated every day so that the themes that run through all programming and news have the effect of cultivating conceptions of reality. This is the case in most parts of the world, with both public and private television contributing to the children's life and culture.

Television with its great potential to do good for the children is within the command of many of us as broadcasters. Given such enormous power and influence of the medium we work with, we all have a special responsibility to harness the potential of television for the good of children.



Suggested solution: The project

AIBD is committed to promote a rich array of findings and ideas that interested and encouraged the producers of Radio and TV Children's programmes.

In this project AIBD is bringing together TV Children's programme Producers, to participate in a co- production programme for the Children with a view to strengthen cultural diversity and create a better understanding among children about various cultures and school of thoughts. This project is a true translation of cultural dialogue among children from around the world. Children will have the opportunity to voice their opinion and express how they look at various cultures.

AIBD together with its partners, proposes **an international Children's TV co-production about, for and by children.**

In the context of cultural globalization, the series deals with children cultural identity. The series is an opportunity to create a real life story about children : Who are they ? How do they live ? What are their opinion about themselves and about their environment ?

The series intends to enhance the voice of children by saying : « I AM... ».

For example: "I am a Jew", "I am a Hindu", "I am Buddhist, I am a Muslim, I am a Christian, ...etc."

The series aims to explore the similarities and the differences between various cultures in emphasizing cultural and spiritual identities of children around the world. This series intends to open the mind to the cultural diversity.

Why a co-production?

We are at the era of the globalization: globalization of the economy, of culture, of values, of media. Through an international co-production gathering at least 20 producers from around the world, this series intends to provide a large view of the world. Children could share their experience of life, their values, and their realities...

Furthermore, co-production is an opportunity for each participating organisation to get a series of 20 short TV programmes. At a time when children's programming is in short supply, this is advantageous to the participating organisations.



Objectives

The main objectives of the project are to

- Enhance the cultural diversity,
- Exchange value and to increase tolerance
- Fight the cultural homogenization and the stereotyping
- Let children understand the meaning of diversity
- Stimulate the local production on children's TV programmes
- Invite broadcasters to play a role in celebrating the cultural difference
- Involve children in a TV programme about and for them
- Create an inter-continental co-production of mini TV documentary programmes
- Offer a south-south cooperation in broadcasting media

The technical sheet of the series

Name of the series: "I am..."

Duration per programme: 5- 7 minutes

Language: Each programme should be either in local language with English subtitles or in English.

Children involved: The series will focus children between 7 and 10 years old. We need to identify a group of children that is homogenous regarding mind development and maturity.

Support: Each Producer should provide AIBD his/her programme on a copy of the master tape and on a DVD.

Note: Each producer could produce up to two programmes entitled: "I am..." based on the format already presented and agreed with in the workshop. The producer will work in consultation with the Executive Producer and in collaboration with a child from writing to the shooting. The child has to be involved in all steps during of production.



The story

"I am..." is a true story about a child and the way that he / she thinks. It is his/her own story.

In introduction, the child will show us where he/she lives, in which country, in which village or city, in which neighbourhood, in which house or flat...etc. He will introduce himself/herself and his/her family, his friends. He/she may explain the relationship between each members of her/his family.

Then, the story will explore his/her faith, culture and identity. He talks about his /her culture, beliefs, that could be a Jew, a Christian, a Buddhist, a Muslim, a Hindu or with no religious identity. Who is he/she and what is his/her day-to-day life. How has he developed himself and his identity? He/she may refer to a specific situation, a conflict in a specific cultural environment?

General organization

AIBD will invite some 20 or more TV producers among 50 TV Stations to participate in this international children's TV co-production to produce their own short TV documentaries.

- 1) Participants will be invited to a workshop in Kuala Lumpur. The workshop will focus on:
 - Script writing,
 - Directing,
 - Co-production.
- 2) Participants will be invited to write their own "I am..." programme script in collaboration with children in their own environment. The child and the producer will work together on the story elaboration and on the script.
- 3) Participants will be invited to write and produce their own "I am..." programme. The producer, the director and the technical team will direct and edit the program.
- 4) Following the production, each participant will send the programme to AIBD on a copy of the master tape and on a DVD. The Executive Producer will compile all programmes from at least 20 TV stations on a DVD and will disseminate the DVD around the region with a copy to each participant.
- 5) The series of some 20 short TV programmes will be screened during AMS 2008.



Workshop content

The workshop aims to improve the quality of children programming and to explore various questions about it.

The workshop allows participants to share their experience and views with other producers and the Executive producer.

The content for the 5- day workshop is as follows:

The story

- Script writing for Children's TV programmes
- How to create a story?
- How to interest children?
- How to involve children's views?
- How to attract children attention?

Directing

- Screening of various children's TV programmes: analyses of content & directing
- How to manage children during the shooting?
- How to use lighting, framing, sound and editing tools to improve the quality of the programmes?

Co-production

- Rights
- Agreements
- Funding

Proceedings and Time frame

⇒ Step 1: Invitation

AIBD will invite all members and non-members to join this project some time in August 2007. AIBD will invite 20 potential participants from among some 50 public and private broadcasting organizations to take part in this project based on their interest and qualification.

⇒ Step 2: Selection

Participating organizations are invited to nominate up to 3 producers with 3- 5 years of experience who are interested in taking part in this project. AIBD will select and invite one to two producers from each participating organization to attend the workshop and join this co-production.

Nominated candidates should send their CV along with a copy of a relevant TV programme they have produced. If the video programme is in local language a brief synopsis of the programme in English is required.



The video programmes should be on VHS / DVD format. Applications along with CV and a copy of the TV sample programmes should reach AIBD **not later than end of November 2007.**

Director
Asia-Pacific Institute for Broadcasting Development,
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Fax: +60-3-2282-2761

⇒ **Step 3: Workshop**

The selected producers will be invited to participate at a regional workshop on the "Children's TV programmes co-production", which will take place in Kuala Lumpur **from 11 to 15 February 2008**

⇒ **Step 4: Script writing and production**

Each producer will prepare a script in collaboration with a child and in consultation with the AIBD Executive Producer. The producer will:

- Coordinate the direction and the post-production of the programme
- Produce the short program
- Provide the program to the AIBD

Throughout the production, the AIBD Executive Producer will be available by email to follow up and support each production.

Participants should provide their own "I am..." programme on a copy of the master tape and a DVD **before Friday, 11 April 2008**

⇒ **Step 5: Final production**

AIBD will compile the series of 15-20 TV programmes and produce a DVD for distribution to all participants. AIBD will be in charge of the series' designing for providing a homogeneous series. The produced TV series would be copyright free for participating TV stations.

⇒ **Step 6: Screening**

The series will be screened during **AMS 2008 from 26 – 28 May** in Kuala Lumpur.

Partnership:

As of 10th August 2007, the Common Wealth Broadcasting Association and the French Ministry of Foreign Affairs have joint this important project as partners. We are expecting two more partners in near future. In the meantime, we welcome additional partners to join this project.



Resource person:

Firdoze Bulbulia
Executive Producer
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