



สำเนา บันทึกข้อความ

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

ที่..... นร 0209.03/๖๔๔๕..... วันที่..... ๘ พฤษภาคม 2551

เรื่อง..... ส่งผลงานเข้าร่วมประกวดรางวัล "Asia-Pacific Child Right Award" ประจำปี 2008

เรียน ผอ.สรท. และ ผอ. สปช. 1-8

ด้วย ABU ร่วมกับ CASBAA และ UNICEF จัดประกวดรางวัล "Asia-Pacific Child Right Award" สำหรับโทรทัศน์ ประจำปี 2007 โดยผลงานที่ส่งเข้าประกวดจะต้องเป็นรายการสำหรับเด็กหรือรายการที่เกี่ยวกับสิทธิเด็ก รวมถึงรายการประเภทสารคดี ละคร หรือการ์ตูน ประเภทสร้างสรรค์ ทั้งนี้ รายการดังกล่าวจะต้องออกอากาศระหว่างเดือนมิถุนายน 2550-พฤษภาคม 2551 โดยเจ้าของผลงานที่ชนะการประกวดจะได้เดินทางไปรับรางวัลในการประชุมใหญ่สามัญประจำปี และการประชุมภาคสมทบ ของ ABU ในวันที่ 24 พฤศจิกายน 2551 ณ เมืองบาห์ลี ประเทศอินโดนีเซีย (รายละเอียดตามเอกสารแนบ)

ในการนี้ สปต. ขอให้หน่วยงานที่สนใจสามารถส่งผลงานเข้าร่วมประกวด พร้อมแบบฟอร์ม และสคริปต์ภาษาอังกฤษ ไปยังสำนักงานยูนิเซฟ (รายละเอียดตามแนบ) ภายในวันที่ 30 มิถุนายน 2551

จึงเรียนมาเพื่อโปรดทราบ และพิจารณาดำเนินการต่อไปด้วย จะขอบคุณยิ่ง

(นางลดาวัลย์ บัวเอี่ยม)

ผอ.สปต.

ร่าง/พิมพ์/ทาน พรณิกา

ตรวจ สุกานดา

14 April 2008

To: All ABU Liaison Officers (TV)

Dear Colleagues

ABU/CASBAA UNICEF Asia-Pacific Child Rights Award for Television 2008

I am pleased to enclose herewith three brochures of the above award for your attention.

This award was established in 2001 to recognise the significant influence that television and broadcasters have in shaping children's social and emotional development, through the production of top quality programming and good new coverage of children's issues.

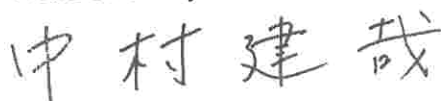
This award is in recognition of exceptional efforts by Asia-Pacific broadcasters to uphold and promote the rights of children and youth. This award is separate from the annual ABU Prizes.

The winner of this award will be flown to Bali, Indonesia to receive the award at the ABU General Assembly on 24 November 2008 in Bali, Indonesia.

Please read the guidelines carefully and observe the deadline; June 30, 2008 for materials submission to UNICEF (refer mailing details on brochure). Members are encouraged to send as many entries as possible.

For more information and to download additional entry forms, log on to <http://www.childrightsaward.org/>

Yours sincerely



Nakamura Tatsuya
Director, Programme Department
Asia-Pacific Broadcasting Union
2nd Floor, New IPTAR Building
50614 Angkasapuri, Kuala Lumpur
MALAYSIA

Tel: 6 03 2282 2480
Fax: 6 03 2282 4606/5292

Encl: Brochure – ABU/CASBAA UNICEF Child Rights Award

Asia-Pacific Child Rights Award for Television 2008

The ABU, CASBAA and UNICEF are now calling on Asia-Pacific broadcasters and producers for entries for the ABU CASBAA UNICEF Child Rights Award 2008.

The Award is made 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 top quality children's programming and better news coverage of children's issues. There is only one category and one winner.

Programmes both for children and about children are eligible and can cover any child rights' issue. 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 2007 and May 2008, and **must be received by 30 June 2008**. The Award will be presented at the 45th ABU General Assembly & Associated Meeting in Bali on 24 November 2008. The winner will be flown to Bali for the ceremony.

The ABU CASBAA UNICEF Child Rights Award has proved to be a tremendous success since its inception in 2001, last year attracting more than 60 entries from more than 10 countries.

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, Kyrgyzstan, Korea, 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

ORGANISERS

ABU

www.abu.org.my

The Asia-Pacific Broadcasting Union (ABU)

ABU is a non-profit, non-government, professional association of broadcasting organisations, 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 co-operation between broadcasters. It currently has more than 180 members in 56 countries and regions, with its broadcaster members reaching a potential audience of about 3 billion people. It organises many activities and projects to promote excellence in broadcasting, and to improve programmes, skills and technologies of its members, including the ABU Children's TV Programme Item Exchange.



CASBAA

www.casbaa.com

Cable & Satellite Broadcasting Association of Asia (CASBAA)

CASBAA is an industry-based advocacy group dedicated to the promotion of multi-channel television via cable, satellite, broadband and wireless video networks across the Asia Pacific. CASBAA represents some 120 Asia-based corporations, which in turn serve more than 250 million pay-TV subscribers and 3 billion people. Among the highest priorities for CASBAA is the promotion of free and fair markets, the protection of intellectual property rights and the development of thriving and competitive domestic communications industries. Other key points of focus for CASBAA in 2008 are the impact of mobile technologies; continuing to engage the regulatory authorities in multiple markets; promoting industry development in India, China, Indonesia, Thailand and Viet Nam among others and promoting the effectiveness of pay-TV as an advertising vehicle.



UNICEF

www.unicef.org/eapro • www.unicef.org/rosa

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.



ABU • CASBAA • UNICEF

Asia-Pacific Child Rights Award for Television 2008





Asia-Pacific Child Rights Award for Television 2008



The ABU, CASBAA and UNICEF are now calling on Asia-Pacific broadcasters and producers for entries for the ABU CASBAA UNICEF Child Rights Award 2008.

The Award is made each year to the best television programming on children's rights produced in the Asia-Pacific region. It recognises the efforts of broadcasters in pursuing both the production of top quality children's programming and better news coverage of children's issues. There is only one category and one winner.

Programmes both for children and about children are eligible and can cover any child rights' issue. 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 2007 and May 2008, and must be received by 30 June 2008. The Award will be presented at the 45th ABU General Assembly & Associated Meeting in Bali, Indonesia on 24 November 2008. The winner will be flown to Bali for the ceremony.



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, Marshall 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

TELEVISION AND CHILDREN

Children in nearly 90 per cent of homes in the Asia-Pacific region watch an average of two to five hours of television per day; in some countries, they watch as much as 20 hours per week. 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 top 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 recognises broadcasters' efforts to produce superior programming and better news coverage of children's issues.

RIGHTS OF THE CHILD

In 2007, the Convention on the Rights of the Child turned 18. It was adopted in 1989 at the World Summit for Children where world leaders meeting at the United Nations agreed to recognise and protect the rights of children. The Convention, known as the CRC, which has since been ratified by every country but two, is a critical instrument in determining how the world should act towards children.

The Convention 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
- To participate fully in family, cultural and social lives.

ENTRY FORM

PLEASE PRINT OR TYPE ALL INFORMATION
AND 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

Award winner recipient name: _____

Programme synopsis: _____

CONTACT DETAILS:

Address: _____

City: _____ State: _____

Country: _____ Postcode: _____

Contact person: _____ Telephone no: _____ Fax no: _____

Email address: _____

Name of person to collect award: _____

RULES AND GUIDELINES:

- Entries must have been broadcast between June 2007 and May 2008
- Programmes both for and about children eligible and they can cover any child rights issue.
- Entries must be submitted in VCD or DVD format.
- Submissions must be received by June 30, 2008.
- It would be helpful to fax or email a copy of the entry form ahead of time.
- 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.
- Press materials/kits including still images, would be welcome.

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

Signature: _____

Title: _____

PLEASE SEND YOUR ENTRY TO:

Kritsada Jirathun

Senior Communication Assistant
UNICEF East Asia and Pacific Regional Office
19 Phra Atit Road
Bangkok 10200 Thailand
Tel: (662) 356 9249
Fax: (662) 280 3563
Email: kjirathun@unicef.org

For more details of the Child Rights Award, please visit www.childrightsaward.org.

Details on the Convention on the Rights of the Child can be found at www.unicef.org/crc.