



บันทึกข้อความ

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

ที่ นร 0209/สปต./ ๑.๓๕ วันที่ 13 มกราคม 2548

เรื่อง AIBD Radio – Television Awards for the year 2005

เรียน ผอ.สรท., ผอ.สทท.11 ผอ.สปข.1 – 8

1. ข้อเท็จจริง

1.1 สถาบันพัฒนากิจการวิทยุ-โทรทัศน์แห่งเอเชีย-แปซิฟิก (Asia-Pacific Institute for Broadcasting Development-AIBD) จะจัดการประกวดผลงานด้านวิทยุ-โทรทัศน์ ดังนี้

1.1.1 การประกวดผลงานด้านวิทยุ ประจำปี 2548 (AIBD Radio Awards for the year 2005) จำนวน 2 รางวัล ได้แก่

- 1) รางวัลดีเด่นด้านการจัดเก็บเอกสารและอุปกรณ์วิทยุกระจายเสียงในระบบดิจิทัล (The most well conceived and implemented digital radio archive)
- 2) รางวัลที่ระลึก Reinhard Keune ประเภทรายการวิทยุดีเด่นเกี่ยวกับชนกลุ่มน้อยในประเทศ (The best Radio Programme on local minorities)

1.1.2 การประกวดผลงานด้านโทรทัศน์ ประจำปี 2548 (AIBD Television Awards for the year 2005) จำนวน 3 รางวัล ได้แก่

- 1) รางวัลรายการสารคดีโทรทัศน์ดีเด่นด้านการพัฒนาชนบท (The best Television documentary programme on rural development)
- 2) รางวัลรายการสารคดีโทรทัศน์ดีเด่น ด้านการส่งเสริมความสามัคคีในชาติ (The best Television documentary programme promoting national unity and harmony)
- 3) รางวัลรายการโทรทัศน์เพื่อการศึกษาดีเด่นสำหรับเยาวชนและสาธารณชน (The best Television Education programme for youth on public issue)

1.2 ผลงานที่ชนะเลิศแต่ละประเภทจะได้รับรางวัลเงินสด 1,000 เหรียญ (ประมาณ 40,000 บาท) พร้อมด้วยรางวัลและประกาศนียบัตร ทั้งนี้ AIBD เชิญ กปส. ให้ส่งผลงานเข้าประกวดในโครงการดังกล่าว (รายละเอียดตามเอกสารแนบท้าย) AIBD หมดเขตรับผลงานวันที่ 15 พฤษภาคม 2548

2. ข้อเสนอ

เพื่อให้การคัดเลือกผลงานเป็นไปอย่างมีประสิทธิภาพจึงขอความร่วมมือ สรท. เป็นหน่วยงานหลักในการคัดเลือกผลงานด้านวิทยุ และ สทท.11 เป็นหน่วยงานหลักในการคัดเลือกผลงานด้านโทรทัศน์ โดยขอให้หน่วยงานที่สนใจส่งผลงานพร้อมเอกสารประกอบตามที่ AIBD กำหนดไปยัง สรท. และ สทท.11 ภายในวันที่ 8 เมษายน 2548

จึงเรียนมาเพื่อโปรดพิจารณาดำเนินการต่อไปด้วย จักขอบคุณยิ่ง

(นางลดาวัลย์ บัวเอี่ยม)

ร.ผอ.สปต.



ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

P.O. BOX 1137, PANTAI, 59700 KUALA LUMPUR, MALAYSIA.

วันที่รับ	10/12/04
ชื่อผู้รับ	Mr. Dussadee Sinchermsiri
ชื่อหน่วยงาน	

December 9, 2004

Your Ref: Mr. Dussadee Sinchermsiri
 Director-General, National Broadcasting
 Services of Thailand (Public Relations Dept)
 Our Ref: 9 soi Areesamphun, Rama VI Road,
 Phayathai, BANGKOK 10400, THAILAND

Phone : (03) 22823719 / 22824618 / 22827192
 Fax : (03) 22822761

E-mail : admin@aibd.org.my
 E-mail : devbroad@aibd.org.my
 Website : http://aibd.org.my

คำนำและการประชาสัมพันธ์เรื่อง	
เลขที่รับ	666
วันที่	23 ธ.ค. 2547
เวลา	15.30

Dear Mr Sinchermsiri,

Re: AIBD Television Awards for the Year 2005

The AIBD in line with its Strategic Plan and with a view to promote quality programming for various target audience groups, will in 2005 institute a series of Awards that will recognize the **achievements of Television Producers** in the Asia-Pacific region. Initially, AIBD will present recognition Awards for television programmes in the following categories: -

1. **The best Television documentary programme on rural development**
2. **The best TV documentary programme promoting national unity and harmony**
3. **The best TV Education programme for youth on public issues**

The prize for each of the above Awards will be a **cash prize of US\$1,000.00** along with a **trophy and certificate from the AIBD**. In selecting programs for entry, broadcasters are encouraged to pay attention to the respective criteria as detailed in the attachment, which will be referenced during the judging process. They will allow judges to compare programs of different presentation on an equal basis.

An entry form (enclosed) with a copy for each programme submitted should reach the AIBD not later than May 15, 2005.

The programme, if not in English language, must have English subtitles.

Any question or enquiry should be addressed to Mr. Olivier Delpoux, AIBD Programme Manager for these Awards, at the following e-mail address: olivier@aibd.org.my.

A jury composed of broadcast professionals will select the best programmes, and the Awards will be **presented on July 26, 2005** at the Inauguration Ceremony of the 4th AIBD General Conference in Brunei Darussalam.

Look forward to receiving the entries from your organisation.

With my best personal regards,

JAVAD MOTTAGHI
 Director, AIBD
 (E-mail: javad@aibd.org.my)

Handwritten notes and signatures:
 13 ธันวาคม 2547
 อภิรักษ์
 23 ธันวาคม 2547

Incoop. 845 Dated 24 Dec 04

Handwritten notes:
 23 ธ.ค. 2547

AIBD Television Awards for the Year 2005
🏆 Cash Prize: US\$ 1,000.00 / category

1. The best Television documentary programme on rural development

This category includes documentaries (10-60 minutes) portraying national or local projects related to agricultural policy and measures to support employment in rural areas. It can cover issues such as: modernization of farms, fair and stable income for farmers, safety and quality of food products, environmental challenges, supplementary or alternative job-creating activities, in a bid to halt the drift from the countryside and to strengthen the economic and social fabric of rural areas, improvement of living and working conditions, and promotion of equal opportunities.

2. The best TV documentary programme promoting national unity and harmony

This category includes documentaries (10-60 minutes) promoting justice, equality, fairness and friendship and aiming at eliminating the barriers to mutual understanding between different groups/communities. The programme should take a stand against racism, prejudices and discrimination at a national level and offer the viewers the opportunity to appreciate the many faces, the many voices and the visions of their country.

3. The best TV Education programme for youth on public issues

This category covers various areas such as: family, health, social –urban/rural- life, trend, art and entertainment. Entries should be aimed at 12-15 year old children.

NOTE: All TV programmes will be judged according to the following two criteria :-

Idea:

Is the concept relevant for the selected theme? How effective is the programme in dealing with this issue? Is it properly targeted? Does it communicate the underlying purpose of the program? Is it innovative, creative, and imaginative? Does it convey a relevant message to the viewers? Does it capture and hold their attention?

Production values: Are the sets, the camera work, the lighting, and the sound quality coordinated so as to enhance the presentation? Do the casting, costuming, writing, directing, editing, etc., convey the idea of this program effectively to the viewer?

Entry Submission:

An entry form (enclosed) and a copy for each programme submitted should reach the AIBD not later than May 15, 2005. The programme, if not in English language, must have English subtitles.

Any question or enquiry should be addressed to Mr. Olivier Delpoux, AIBD Programme Manager for these Awards, at the following e-mail address: olivier@aibd.org.my.





ASIA-PACIFIC INSTITUTE FOR BROADCASTING DEVELOPMENT

P.O. BOX 1137, PANTAI, 59700 KUALA LUMPUR, MALAYSIA.

วันที่	12/11/04
เวลา	14.00

November 4, 2004

Your Ref:

Our Ref:

Mr. Dussadee Sinchermsiri
 Director-General, National Broadcasting Services
 of Thailand (Public Relations Dept)
 9 soi Areesamphun, Rama VI Road,
 Phayathai, BANGKOK 10400, THAILAND

Phone : (03) 22823719 / 22824618 / 22827192
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 devbroad@aibd.org.my
 Website : http://aibd.org.my

12 N.O. 47

สำนักการประชาสัมพันธ์ต่างประเทศ
เลขที่รับ..... 313
วันที่..... 12 พ.ย. 2547
เวลา..... 15.50 น.

Dear Mr Sinchermsiri,

Re: AIBD Radio Awards for the year 2005

The Asia-Pacific Institute for Broadcasting Development (AIBD) in line with its Strategic Plan and keeping in view of the promotion of quality Radio programming for various target audiences and trying to promote innovative training activities; will in 2005 institute a series of awards that aims at recognizing the achievements of Training Institutes and Radio Producers in the Asia-Pacific region. AIBD will present recognition for the following two awards :-

1. "The most well conceived and implemented digital radio archive"
 -(This award consist of a cash prize of US\$ 1,000.00, along with a trophy and a certificate from the AIBD).
2. Reinhard Keune's Memorial Award on:
 "The best Radio Programme on local minorities"
 - (This award consist of a cash prize of US\$ 1,000.00, along with a trophy and a certificate from the AIBD). This award will be supported by Radio Australia.

1. **The most well conceived and implemented digital radio archive**

Criteria for Eligibility :

Eligible are all digital radio archive projects that are either fully functional/ implemented or which are partly implemented and are still in a project phase.

■ **Required documents for eligibility** -: Detailed Project Description which contains:

- Detailed list of all Hardware components (Server, network, audio work stations, audio cards, data carriers (media) for the archived material etc.)
- Technical details about the digital format(s) used
- Backup strategies ➤ Detailed description of Software used (screenshots)
- Description of the changed workflow, Description of digital archiving strategy
- Description of archive content
 - (types and amounts of archive documents in terms of number and time)
- Description of the catalogue or data base
 - (type, structure, fields with 10 example entries)

A full set of photographs showing all important elements of the installation must accompany the report.

2. Reinhard Keune's Memorial Award on:

"The best Radio Programme on local minorities"

Criteria for eligibility:

Eligible are all radio documentaries/features which portray a local minority and educate in an unobtrusive way about the culture, history, language etc. of a given minority group.

The programmes will be judged using the following criteria :-

- a. Use of: Language, Voices, Pacing, Music, SF'x, Drama/suspense, Humor
- b. How creative/innovative is the final mix?
- c. Target group orientation
- d. How well does the message come over (evocative/engaging)?
- e. How convincing/involving is the programme?
- f. Quality of the script -(Is the programme shedding new lights on the topic?)

In selecting applications for radio awards, broadcasters are encouraged to pay attention to the abovementioned criteria, which will be referenced during the judging process.

Each broadcasting organization **may introduce up to three entries** for any of the said awards. These programmes could be all produced by one producer, or they could be produced by different producers.

Entry Submission :

The entry form (enclosed) with a copy of the programme(s), along with a full English translation should reach the AIBD not later than 15th of May 2005.

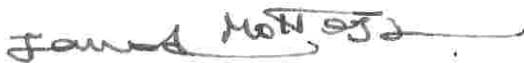
Any question or enquiry should be addressed to **Mr. Wilfried Solbach** (AIBD Human Resource Development Manager) for these awards, at his e-mail address: wilf@aibd.org.my.

A jury composed of broadcast professionals will select the best entries, and the **awards** will be presented on **July 26, 2005** at the Inauguration Ceremony of the **4th AIBD General Conference** in Brunei Darussalam.

I would like to take this opportunity to thank you for your cooperation.

Looking forward to receiving the entries from your organization

With my best personal regards,



JAVAD MOTTAGHI
Director, AIBD

(E-mail: javad@aibd.org.my)

- 2 / 2 -

✓
Ben w. Sun.
Almoharip

✓
w. w. w. w.
15 Nov 05





AIBD RADIO AWARDS 2005

ENTRY FORM

Submission deadline: 15 / 5 / 2005

- 1 / 2 -

(Please fill one form for each entry)

**Radio Award
category:**

- The most well conceived and implemented digital radio archive.
- Reinhard Keune's Memorial Award on:
 - "The best Radio Programme on local minorities"

**Programme
description**

Title in English:

Title in original language:

Length:

Language (Radio): - English

- Other (Full English script required):

Short synopsis (max 200 words):

Broadcaster (channel):

Date of first broadcast:

Programme credits

Production credits (organizations):

Executive producer:

Director:

Technical information

Radio Award: Tape DAT CD other:
Mono stereo

Organisation information

Organisation:

Contact person:

Name:

Position:

Address:

Tel:

Fax:

Email:

Shipping

Your entry must be sent to:

Asia – Pacific Institute for Broadcasting
Development – AIBD
(P.O. Box: 1137, Pantai, 59700 Kuala Lumpur, Malaysia)
2nd Floor, Bangunan IPTAR,
Kompleks Angkasapuri,
50614 Kuala Lumpur, Malaysia

Website: <http://www.aibd.org.my>

Contact person

Mr. Wilfried Solbach (E-mail: wilf@aibd.org.my)