

ORGANIZERS



Asia-Pacific Broadcasting Union (ABU)

ABU is a non-profit, non-government, professional association of broadcasting organizations, 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.

It organizes 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.

www.abu.org.my

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 130 member organizations in the subscription TV business, which in turn serve more than three billion people in 14 markets across Asia. Among its priorities are the promotion of free and fair markets, the protection of intellectual property rights and the development of thriving and competitive domestic communications industries.

www.casbaa.com

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.

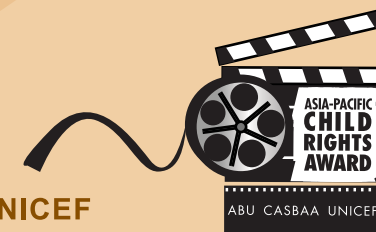
UNICEF East Asia and Pacific: www.unicef.org/eapro

UNICEF South Asia: www.unicef.org/rosa



Asia-Pacific Child Rights Award for Television 2010

ABU CASBAA UNICEF



ABU CASBAA UNICEF

Asia-Pacific Child Rights Award for Television 2010

The ABU, CASBAA and UNICEF are now calling on Asia-Pacific broadcasters and producers for entries for the ABU CASBAA UNICEF Child Rights Award 2010.

The Award is given 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.

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 2009 and May 2010, **and must be received by 25 June 2010**. The Award will be presented during the ABU General Assembly on 19 October 2010 in Tokyo, Japan. The winner will be flown to Tokyo for the ceremony.

Eligible 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 two to five hours of television per day. 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 honours individual broadcasters' follow through on their pledge.

CHILDREN'S RIGHTS

In 2009, the Convention on the Rights of the Child turned 20. It was adopted during the United Nation's World Summit for Children in which world leaders agreed to recognize and protect the rights of children. The Convention, known as the CRC, is a critical instrument in determining how the world should act towards children.

The CRC 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.

Details on the CRC can be found at www.unicef.org/crc

Please consult the ethical guidelines for reporting on children at:
http://www.unicef.org/media/media_tools_guidelines.html
Website of the Child Rights Award: www.childrightsaward.org

