



## Press Release

### Child Rights Award 2006: A call to broadcasters

29 March 2006 - The ABU, CASBAA and UNICEF are now inviting Asia-Pacific broadcasters and producers to submit entries for the Asia-Pacific Child Rights Award 2006.

The ABU CASBAA UNICEF Child Rights Award, launched in 2001, is given each year in recognition of the best television programming on a child rights issue 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.

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, which are free, must have been broadcast between August 2005 and July 2006, and **must be received by 25 August 2006**. The Award will be presented at the ABU Annual General Meeting in Beijing in November 2006. The winner will be flown to Beijing for the ceremony.

#### Past winners include:

- 2005: Juvenile Injustice by Philippine broadcaster ABS - CBN Channel 2
- 2004: Hong Kong Connection: Children In Need by Radio Television Hong Kong
- 2003: Angels in Prison by Philippines' GMA-7 Channel
- 2002: Child Soldiers by Radio Television Hong Kong
- 2001: Children Will Grow by Japan's Mainichi Institute

To obtain further information on the award, please visit [www.childrightsaward.org](http://www.childrightsaward.org) or contact [kjirathun@unicef.org](mailto:kjirathun@unicef.org). Further details on the Convention on the Rights of the Child can be found on [www.unicef.org/crc](http://www.unicef.org/crc).

#### Note to the Editors:

### **Asia-Pacific Broadcasting Union (ABU)**

The Asia-Pacific Broadcasting Union (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 and to organise co-operative activities amongst its members. It currently has over 150 members in 55 countries, 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 the programmes, skills and technologies of its members, including the ABU Children's TV Programme Item Exchange

[www.abu.org.my](http://www.abu.org.my)

### **Cable & Satellite Broadcasting Association of Asia (CASBAA)**

The Cable & Satellite Broadcasting Association of Asia 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 110 Asia-based corporations, which in turn serve more than 3 billion people.

[www.casbaa.com](http://www.casbaa.com)

### **UNICEF**

For 60 years UNICEF has been the world's leader for children, working on the ground in 155 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.

[www.unicef.org](http://www.unicef.org)

#### ***For further information, please contact:***

Craig Hobbs: ABU (Kuala Lumpur), +603 2282 3592, [craig.h@abu.org.my](mailto:craig.h@abu.org.my)

Rebecca Kennedy: CASBAA, +852 2854 9913, [pr@casbaa.com](mailto:pr@casbaa.com)

Madeline Eisner: UNICEF Bangkok, +66 2 356 9406 or +66 1 701 4626  
[meisner@unicef.org](mailto:meisner@unicef.org)

Kritsada Jirathun : UNICEF Bangkok, +66 2 356 92 49 or +66 9 1749525,  
[kjirathun@unicef.org](mailto:kjirathun@unicef.org)