

# ABU CASBAA UNICEF Child Rights Award 2003

## a call to broadcasters

The ABU and CASBAA are now calling on Asia Pacific broadcasters for entries for the ABU CASBAA UNICEF Child Rights Award 2003. The Award is made each year to the best television programming on children's rights produced in the Asia-Pacific region. There is 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, television can help in almost every area of child development.

Entries must have been broadcast between August 2002 and August 2003, should not exceed 60 minutes in length, and must be received by 29 August 2003. The Award will be presented at the CASBAA Convention in Hong Kong 27-31 October 2003. Entrants must specify who would collect the Award should the entry win. The winner will be flown to Hong Kong for the award ceremony.

Television plays a significant role in shaping children's social and emotional development. Almost 90 percent of Asian homes and children in the region watch an average of 2-5 hours of television per day, and in some countries they watch as many as 20 hours per week. The ABU CASBAA UNICEF Child Rights Award was launched in 2001 to recognise the efforts of broadcasters in pursuing both the production of top quality children's programming and better news coverage of children's issues.

The Award has proved to be a tremendous success, last year attracting over 46 entries submitted by 22 broadcasters from 10 countries in the Asia-Pacific region. ■

## ABU CASBAA UNICEF Child Rights Award Official Entry Form

*Please print or type all information requested and enclose with shipment.*

Presenting broadcaster: \_\_\_\_\_

Channel number: \_\_\_\_\_

Street address \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Contact person: \_\_\_\_\_

Telephone no.: \_\_\_\_\_

Fax no.: \_\_\_\_\_

Email address: \_\_\_\_\_

Telecast date: \_\_\_\_\_

Length of presentation: \_\_\_\_\_

Line standard (check one):  525/NTSC  625/PAL

Original language of presentation: \_\_\_\_\_

Award recipient if presentation wins: \_\_\_\_\_

Synopsis of presentation material recorded on enclosed VHS:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please mail or fax to:

Emily Booker

Regional Communication Section

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19 Phra Atit Road

Bangkok 10300, Thailand

Tel: (662) 356 9400 ext. 9406, 9409

Fax: (662) 280 3563 to 64

E-mail: [eapro@unicef.org](mailto:eapro@unicef.org)

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## the global movement for children, the millennium development goals and a world fit for children



The Asia-Pacific Broadcasting Union is actively involved in all aspects of broadcasting and runs projects that support child rights, such as the ABU Children's TV Programme Item Exchange.



The Cable & Satellite Broadcasting Association of Asia is the region's leading non-profit trade organization for the promotion of multi-channel television and data transmission via cable and satellite networks.



Guided by the Convention on the Rights of the Child, UNICEF is charged with establishing and promoting "international standards of behaviour towards children."

**The Global Movement** is about encouraging and inspiring every individual and every organization to invest in children by doing all they can for and with children. It is a call to change the world with children.

The global community has ambitious goals for the world's children. At the UN Special Session for Children in May 2002, world leaders, youth delegates and representatives of civil society organizations established specific time-bound goals to create 'A World Fit for Children', WFFC. Meanwhile in September 2000 at the Millennium Summit, the United Nations Member States endorsed a set of goals to be achieved by 2015 -- the Millennium Development Goals, MDGs.

As a whole, the WFFC and MDG goals reflect simple universal aspirations for: long life, good health, a stimulating education and equity between men and women, boys and girls.

Broadcasters have a major role to play in helping our children reach these aspirations and in promoting a 'World Fit for Children'. By signing the Declaration of the Asia-Pacific Television Forum on Children and Youth in February 2001, more than 120 regional broadcasters responded to the call from Nelson Mandela and Graca Machel.

For further information about the UN Convention on the Rights of the Child, A World Fit for Children and Millennium Development Goals visit [www.unicef.org](http://www.unicef.org)

## rights of the child

- The right to life
- The right to survival
- The right to education
- The right to development
- The right to freedom of expression
- The right to participate
- The right to play and recreation
- The right to a standard of living adequate for physical, mental, spiritual, moral and social development
- The right to a name and nationality
- The right to freedom of thought, conscience and religion
- The right to information
- The right to culture, religion and language
- The right to be protected from illegal drugs
- The right to health care
- The right to direct contact with both parents
- The right to justice
- The right to be protected from sexual exploitation and abuse

- from the UN Convention on the Rights of the Child

"We challenge those who currently enjoy the riches of the world to take their knowledge and power, their technologies and resources, and most of all, their imagination and creativity, and help make the world better for children." --

Nelson Mandela & Graca Machel

**make a difference**  
enter now