



Children: TV programmes

Sangeeta Mahawar, Senior Programme Executive, ABU



Children:

Sangeeta Mahawar
Senior Programme Executive, ABU

TV programmes

The Children's TV Programme Item-Exchange Meeting acts as a catalyst.

After more than a decade of promoting the exchange of programmes, the Children's TV Programme Item-Exchange Meeting and Workshop organized by the ABU (Asian Broadcasting Union) and UNESCO from 12 to 17 July 2004 in Kuala Lumpur is an ideal opportunity for members to exchange rights-free quality programmes.

The event brings together producers of children's programmes from the Asia-Pacific region and offers them the possibility to exchange experiences and enhance their skills on various techniques of production.

Development

Since 1992 the children's TV programme exchange continues to widen its reach by attracting more producers from the ABU membership with the participation last year alone of 35 delegates from 18 countries. The popularity of the event and the funding assistance from UNESCO

and the Hosono Bunka Foundation has attracted nearly 50 delegates, including first-time participants from less affluent countries such as East Timor and Afghanistan.

Radio-Television of Afghanistan (RTA) has been ravaged by decades of war and is in dire need of rebuilding and the retraining of its producers. It will bring specially produced programmes to this year's event and offer them for exchange. Making this possible is Isamu Suzuki, a former NHK producer for educational programmes, who has been providing on-the-job training to educational and children's programme producers at RTA under the ABU Programme Advisory Service scheme since November 2003.

RTA's skills in producing children's programmes will be further improved as NHK Educational, a subsidiary of NHK, has agreed to provide additional training courses to RTA's producers of children's programmes.

Isamu Suzuki will also take responsibility for this.

With these training course, not only will RTA be able to participate in an international children's TV programme exchange but all participants will be able to share RTA's unique experiences.

Training

Following the meeting a three-day workshop for producers has been organized, which will provide guidance and tips in producing children's programmes.

This year the discussion will focus on the theme "Kid Presenters – I want to be seen and heard!". This workshop session for producers will teach techniques in directing and instructing children in hosting and presenting children's programmes.

Coproduction

Delegates will also have the opportunity to watch and discuss completed episodes from the ABU's first children's drama series coproduction. This coproduction series is an idea that originated from the Children's Programme Exchange Meeting but a grant from UNESCO's International Programme for the



Development of Communication (IPDC) made this project a reality.

Based on the common theme “*Mental Growth of Children in Different Situations*”, the six members in this pilot project will each produce a 15-minute children’s drama episode targeted at 7–9-year-olds. This drama series is expected to be completed by the end of 2004.

Plans are already underway for the second coproduction series and members have already expressed great interest in participating.

International exposure

The wide range of styles and diversity in the programmes of ABU members makes them ideal for exchange with other broadcasting unions. RTA’s

programmes will receive the same international exposure as the other programme items through the ABU via the programme exchange that it has with the EBU.

With the EBU’s assistance, the ABU programme items will also be exchanged with the Union of National Radio and Television Organisations of Africa (URTNA).