



Press Release

**~ The Grand Prix of the 30<sup>th</sup> Japan Prize ~**

TOKYO, November 5, 2003 – The winners for *The 30<sup>th</sup> JAPAN PRIZE*, an international contest for educational TV programs, was announced today. The prizes and cash awards were presented at the Awards Ceremony held at NHK Hall, with the attendance of His Imperial Highness the Crown Prince Naruhito and Her Imperial Highness the Crown Princess Masako.



**Grand Prix**

***CHILDREN – Full of Life: Learning to Care***  
by Japan Broadcasting Corporation (NHK) (Japan)

Children in a fourth grade classroom make a promise to be happy together because that is what they come to school for. They each write their true inner feelings in a letter, and read it aloud in front of the class. By sharing their emotions, the children begin to realize the importance of caring for their friends.

The documentary elicits tears of laughter and sadness as students and viewers discover the value of sharing powerful emotions, giving meaning to the life and death issues that arise in the classroom. Incidents of bullying, language instruction and outdoor activities are all opportunities to educate in this “School of Life”. Never preachy nor pedantic, the documentary reduces the myriad issues in education to a simple message – learning to care.

The Grand-Prix was selected from the top programs of the four categories in Program Division. “CHILDREN – Full of Life: Learning to Care” was the top program for Issues in Education category. The top programs from the other categories are as follows;

<Early Education> ***PythagoraSwitch: Edition 25 Let’s Look at It Another Way***  
by Japan Broadcasting Corporation (NHK)(Japan)

<Youth Education> ***Street Cents: Show 9***  
by Canadian Broadcasting Corporation (CBC) (Canada)

<Adult Education> ***MARINA***  
by Japan Broadcasting Corporation (NHK)(Japan)

A total of 195 programs were submitted from 123 organizations for the Program Division.

### **Web Division**

The Web Division was established last year reflecting the global trend of enhancing the quality of education by linking the websites and TV programs, and collected 22 entries this year. The Best Web Prize went to:

Website: **ANTARCTICA** (<http://www.nhk.or.jp/nankyoku-kids/>)

Program Title: ***ANTARCTICA Episode 1 Penguins Cry Out On World Pollution***

by NHK (Japan)

### **Program Proposal Division**

The Program Proposal Division was newly established this year with the aim to encourage program producers with limited means of production and opportunity with a cash prize of US \$8,000, and 27 proposals were submitted. The best proposal was awarded with The Hoso Bunka Foundation Prize which went to:

***A School Among Glaciers*** by Bhutan Broadcasting Service (BBS) (Bhutan)

The Crown Prince gave a speech in the opening of the ceremony. He said, “It is certainly significant the way people of the world are increasing their awareness of the problems of education and how untiring they are in creating a future for our children and building a better society for tomorrow.”

Established by NHK in 1965, the *JAPAN PRIZE*, has worked in cooperation with the world’s educational broadcasters to encourage better educational broadcasting for the next generation. The *JAPAN PRIZE* is not just a contest recognizing the highest quality educational TV programs and websites, but it is also a forum that offers producers, broadcasters, and educators from around the world to discuss and exchange ideas for further potential.

NHK will air the prize-winning programs on 9<sup>th</sup> November, and the Awards Ceremony on 10<sup>th</sup> November, on Educational TV respectively.

THE JAPAN PRIZE 2003  
PROGRAM DIVISION  
Top prizes in Each Category

Prize	Title	Category	Organization(Abb)	Country
The Minister of Public Management, Home Affairs, Posts and Telecommunications Prize	PythagoraSwitch: Edition 25 Let's Look at It Another Way	Early	Japan Broadcasting Corporation (NHK)	Japan
The Minister of Foreign Affairs Prize	Street Cents: Show 9	Youth	Canadian Broadcasting Corporation (CBC)	Canada
The Minister of Education, Culture, Sports, Science and Technology Prize	MARINA	Adult	Japan Broadcasting Corporation (NHK)	Japan
The Governor of Tokyo Prize	CHILDREN - Full of Life: Learning to Care	Issues	Japan Broadcasting Corporation (NHK)	Japan

## Special Prizes

The Japan Foundation President's Prize	Slavery: program 1 Sold program	Youth	TELEAC/NOT Educational Broadcasting Corporation	Netherlands
The UNICEF Prize	School of the Highlands	Issues	Asian Council for People's Culture (ACPC)	Philippines
The Maeda Prize	Preschool-Learn To Fly: Episode 26 Tiny Teeth	Early	Radio Television Hong Kong (RTHK)	China

## WEB DIVISION

The Best Web Prize	ANTARCTICA		Japan Broadcasting Corporation (NHK)	Japan
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## PROGRAM PROPOSAL DIVISION

The Hoso Bunka Foundation Prize	A School Among Glaciers		Bhutan Broadcasting Service (BBS)	Bhutan
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