Press Release

Winners Announced for JAPAN PRIZE 2013

TOKYO, October 24, 2013—The winners of the JAPAN PRIZE 2013, an international contest for educational media, were announced today.

The Grand Prix JAPAN PRIZE went to Cultural Shock (Italy). The Awards Ceremony was held at NHK Broadcasting Center, Tokyo.

Audiovisual Division
The Audiovisual Division, targeting educationally valuable productions with audio and visual content, is comprised of six categories. The winners in each category are listed below.

[The Grand Prix Japan Prize]
*The Best Work in the Continuing Education Category: The Governor of Tokyo Prize

Title: Cultural Shock
Country / Region: Italy
Organization: Zenit Arti Audiovisive, Rai Educational, 2+1, Developed with the support of the EU MEDIA Program
Media: TV

Content:
Cultural Shock is a cross-media edutainment project targeting young audience and giving voice to a new generation of Digital Storytellers exploring with a fresh angle the issue of world citizenship and cultural diversity. A couple selected by a group of young people, with an ethical mission, has a trip to their country of origin. In this episode, Rasid and Agnese leave for the Balkans to discover their roots and identity.
[The Best Work in Each Category]

<Pre-School Category: The Minister of Internal Affairs and Communications Prize>

Title: Siebenstein: Nearest and Dearest
Country / Region: Germany
Organization: Zweites Deutsches Fernsehen (ZDF), Studio Soi
Media: TV

<Primary Category: The Minister of Education, Culture, Sports, Science and Technology Prize>

Title: Challenges "Hair Story"
Country / Region: Israel
Organization: Israel Broadcasting Authority (IBA)
Media: TV

<Youth Category: The Minister of Foreign Affairs Prize>

Title: Mission US: “Flight to Freedom”
Country / Region: United States
Organization: THIRTEEN/WNET New York Public Media
Media: Game

<Continuing Education Category: The Governor of Tokyo Prize>

Title: Cultural Shock
Country / Region: Italy
Organization: Zenit Arti Audiovisive, Rai Educational, 2+1, Developed with the support of the EU MEDIA Program
Media: TV

<Welfare Education Category: The President of NHK Prize>

Title: Alphée of the Stars
Country / Region: Canada
Organization: National Film Board of Canada (NFB)
Media: Film

<Innovative Media Category: The Minister of Economy, Trade and Industry Prize>

Title: NHK Creative Library
Country / Region: Japan
Organization: Japan Broadcasting Corporation (NHK)
Media: Website
[Special Prizes]

The Maeda Prize
Title: The Kamaishi Miracle
Country / Region: Japan
Organization: Japan Broadcasting Corporation (NHK)
Media: TV

The Japan Foundation President's Prize
Title: WITHIN THE EYE OF THE STORM
Country / Region: Israel
Organization: Nisansun Productions & firefly Pictures, 'Sundance Institute Documentary Fund', France 5-TV, Makor Film Foundation, Gesher Foundation, 'People's Peace Fund'
Media: Film

The UNICEF Prize
Title: Straight to the Dream: 18 Years Following a Blind Swimmer, Chikako
Country / Region: Japan
Organization: Sapporo Television Broadcasting Corporation (STV)
Media: TV

TV Proposal Division
The TV Proposal Division aims to encourage program producers with limited means of production and opportunity with a cash prize of US $8,000. The best proposal was awarded The Hoso Bunka Foundation Prize which went to:
Title: Schooling along wild track
Country / Region: Sri Lanka
Organization: Sri Lanka Rupavahini Corporation (SLRC)

Special Prize
The National Federation of UNESCO Associations in Japan Prize
A trophy, certificate, and U.S. $3,000 prize money, are awarded to an excellent proposal for a TV program, which promotes literacy and language education and contributes to development of basic education in an entrant’s country/region.
Title: Let there be Light
Country / Region: Bangladesh
Organization: Dhrupad Communication - Media for Education and Development
About the JAPAN PRIZE
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 also a forum that offers producers, broadcasters, and educators from around the world an opportunity to discuss and exchange ideas to further their potential.

From 2008, the JAPAN PRIZE completely reformed its content. Based on the digitalization of educational media worldwide, the targets for entry have been expanded to include not only television programs but also websites, games, and other audiovisual materials produced with educational intentions.

This year, the contest received 331 entries from 57 countries and regions. Twelve jury members from 10 countries and regions screened the entries from October 17.

JAPAN PRIZE Related Programs (Broadcast Dates):

The 40th JAPAN PRIZE Awards Ceremony
November 2 (Sat) 1:00 p.m. – 2:00 p.m. Educational TV Channel

The 40th JAPAN PRIZE Awarded Contents (Working title)
December Educational TV Channel

The JAPAN PRIZE Website:
http://www.nhk.or.jp/jp-prize/english/index.html