



(Press Release)

# JAPAN PRIZE 2015

INTERNATIONAL CONTEST FOR EDUCATIONAL MEDIA

## ***The President of NHK Prize Announced US, UK and Pakistani Educational TV Experts Awarded***

**TOKYO, September 3, 2015** – Commemorating its 50<sup>th</sup> anniversary, the JAPAN PRIZE has decided to present the President of NHK Prize to three experts who have made outstanding achievements in educational media.

In recognition of their tireless commitment to the improvement of educational media and considerable contributions to the development of the JAPAN PRIZE, NHK President Katsuto Momii announced today that the prizes will be delivered at the awards ceremony which will be held on Thursday, October 22<sup>nd</sup> at NHK Broadcasting Center in Shibuya, Tokyo.



### **Dr. Milton Chen**

*Senior Fellow & Executive Director Emeritus, The George Lucas Educational Foundation (GLEF) (USA)*

Drawing on his extensive experience at Sesame Workshop, Harvard Graduate School of Education, KQED Center for Education (PBS) and GLEF, Dr. Milton Chen remains at the front lines of multimedia and educational innovation.



### **Mr. George Auckland**

*Former Head of Innovation, BBC Learning (UK)*

During his more than 40 years of service at BBC, George Auckland has made outstanding contributions to lifelong learning both through TV and Online. He produced the BBC's Education Website in 1996 and created the Innovation Unit for BBC Learning in 2001.



### **Ms. Moneeza Hashmi**

*President, the Public Media Alliance (Pakistan)*

Serving at Pakistan Television for over four decades, Moneeza Hashmi has made a significant contribution to empowering women and helped raise awareness of many critical issues such as gender, human and minority rights, and reproductive health and education.

- The prize recipients will be speaking at IPCEM (International Producers Conference for Educational Media) on Wednesday, October 21<sup>st</sup> at NHK Fureai Hall.
- Delegate registration will be open until October 8<sup>th</sup> through JAPAN PRIZE official website.

Please Visit: <http://www.nhk.or.jp/jp-prize/english/>



\*Prior registration is required.

Schedule of JAPAN PRIZE 2015	
Oct 15	Opening Ceremony
Oct 15-18	Judging Session
Oct 19	10:00-13:00 Creative Frontier Category Final Presentation Session
	11:00-18:00 Finalist Works Screening and Nominee Q&A
	14:00-18:00 TV Proposal Division Finalist Workshop
Oct 20	09:00-12:00 TV Proposal Division Final Presentation Session
	10:00-17:00 Finalist Works Screening and Nominee Q&A Session
	Other events Elementary School Tour, 8K Screening, NHK Contents Showcase
Oct 21	14:00-20:30 IPCEM (International Producers Conference for Educational Media) IPCEM serves as a forum for international experts to share their visions of the future and to discuss how media can solve the problems of education. This year, 3 sessions will be held, such as "Exploring the Future of Digital Learning".
Oct 22	Awards Ceremony

(As of Sept. 3, 2015)

### About the JAPAN PRIZE

The JAPAN PRIZE was established in 1965 by NHK, Japan's public broadcaster, as an international competition for educational TV programs. Its aim is to improve the quality of educational contents and thereby to promote international understanding.

Maintaining its clear focus on educational contents, the JAPAN PRIZE has evolved into an international meeting place of content creators and professionals. The JAPAN PRIZE accepts entries of every audiovisual content type such as TV programs, websites, games and cross-media projects. It also awards financial backing to proposals from developing countries and regions with limited resources for programs aiming to foster education.