



JAPAN PRIZE 2009

INTERNATIONAL CONTEST FOR EDUCATIONAL MEDIA



Issue No. 8

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**JAPAN PRIZE
WINNERS
ANNOUNCED!**



The Awards Ceremony for the 36th JAPAN PRIZE took place in Studio 101 at the NHK Broadcasting Center in the presence of His Imperial Highness the Crown Prince.

The Grand Prix JAPAN PRIZE	What's Your News?	United Kingdom	TT Animation (TTA)
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Audiovisual Division

Prize	Title	Country / Region	Organization
Pre-School Category The Minister of Internal Affairs and Communications Prize	What's Your News?	United Kingdom	TT Animation (TTA)
Primary Category The Minister of Education, Culture, Sports, Science and Technology Prize	Merle	Netherlands	Katholieke Radio Omroep (KRO)
Youth Category The Minister of Foreign Affairs Prize	Jimmy Doherty in Darwin's Garden: Dangerous Ideas	United Kingdom	Open University Worldwide
Continuing Education Category The Governor of Tokyo Prize	Sharkworld	Netherlands	Ranj Serious Games
Welfare Education Category The President of NHK Prize	Cecilie and the School Fairy	Denmark	Danmarks Radio (DR)
Special Prize The Japan Foundation President's Prize	QADIR-AN AFGHAN ULYSSES	Greece	CINEGRAM S.A. (CINEGRAM)
Special Prize The UNICEF Prize	Skylark	Mongolia	NTV (NTV)

Series Division

Prize	Title	Country / Region	Organization
The Best Series Award The Maeda Prize	The Wonder Pets!	United States	Little Airplane Productions

Presentation by Proposal

Prize	Title	Country / Region	Organization
The Best Proposal Award The Hoso Bunka Foundation Prize	What's the buzz?	Swaziland	Swaziland Television Authority (STVA)
Special Prize The National Federation of UNESCO Associations in Japan Prize	Tsehai's Fidel School	Ethiopia	Whiz Kids Workshop (WKW)

The Japan Prize will be broadcasted on the following days.

The 36th Japan Prize Awards Ceremony: November 1 (Sunday) 21:00-22:00 (Educational Channel)
Japan Prize Awarded Contents: November 2 (Monday) 18:00-20:00 (Educational Channel)



<http://www.nhk.or.jp/jp-prize/english/index.html>



The Grand Prix Japan Prize Selected among the five best works in the Audiovisual Division

What's Your News? [TT Animation (TTA), United Kingdom]

"I was shocked. The spotlight has just been put on all the children who submitted their news. This prize is for the children." [Chris Dicker, Creative Director]

Audiovisual Division

Minister of Internal Affairs and Communications Prize

The most outstanding work in the Pre-school Category (For ages 0-6)

What's Your News [TT Animation (TTA), United Kingdom]

The Minister of Education, Culture, Sports, Science and Technology Prize

The most outstanding work in the Primary Category (For ages 6-12)

Merle [Katholieke Radio Omroep (KRO), Netherlands]

"My first time to the JAPAN PRIZE was 2004. Since then, I have been waiting for this day!"
[Jan-Willem Bult, Head Dept. KRO Youth]

The Minister of Foreign Affairs Prize

The most outstanding work in the Youth Category (For ages 12-17)

Jimmy Doherty in Darwin's Garden: Dangerous Ideas [Open University Worldwide, United Kingdom]

"I felt that our program was very traditional. I'm glad that traditional broadcasting is still important in this digital multi-platform world. Good TV is still important for learning and for engaging young people."
[Janet Sumner, Broadcast Executive]

The Governor of Tokyo Prize

The most outstanding work in the Continuing Education Category (For ages over 18)

Sharkworld [Ranj Serious Games, Netherlands]

"This is a recognition that serious games are able to be educational. And it's a stamp of approval because this is a contest about education and games are really now part of it. That's what we've been working for many many many years and we've finally achieved it. This prize is very important to us!!"
[Gaf van Baalen, Co-Owner/Game Director]

The President of NHK Prize

The most outstanding work in the Welfare Education Category (For all ages)

Cecilie and the School Fairy [Danmarks Radio (DR), Denmark]

"I feel really strongly about my story. I know that everyone in the film invested so much personal thought and it's wonderful to think that they can influence others." [Maria Back, Director of the Film]

<Special Prizes>

The Japan Foundation President's Prize

An excellent work that contributes to mutual understanding between nations and races or contributes to cultural exchange

QADIR-AN AFGHAN ULYSSES [CINEGRAM S.A. (CINEGRAM), Greece]

The UNICEF Prize

An excellent work that promotes understanding of the lives of children in difficult situations

Skylark [NTV(NTV), Mongolia]



Miki Sumiyoshi and Chris Pepler

Series Division

The Maeda Prize

Television series aired regularly that have been produced with the intent of improving educational effects.

The Wonder Pets! [Little Airplane Productions, United States]

"We're a pre-school series and in the TV Series Category, you're up against different age groups and genres so to win the prize is a very big achievement for us."
[Sharon Thomas, Producer]

TV Proposal Division

The Hosono Bunka Foundation Prize

The most outstanding proposal for educational TV program

What's the buzz? [Swaziland Television Authority (STVA), Swaziland]

"If at first you don't succeed, pick yourself up and try again. I'm really looking forward to working on my program. I'm grateful to NHK for making it possible. Sometimes it's frustrating to have a dream or a vision that you can never see come true but giving us 'hope' is enough for any producer. They need to come here and give it their best." [Welile Masuku, Head of Programs]

The National Federation of UNESCO Associations in Japan Prize

An excellent proposal for a TV program which promoted literacy and language education and contributes to the development of basic education in an entrant's country/region.

Tsehai's Fidel School [Whiz Kids Workshop (WKW), Ethiopia]

"It's a great honor to be called up on stage again this year. It's still very hard for us to make a difference on the world but receiving this award will allow us to continue with our efforts." [Bruktawit Tigabu and Shane Etzenhouser (Co-Founders), Whiz Kids Workshop (WKW)]

