

Headline	Workshop on children's TV slated Jan. 29-30		
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Workshop on children's TV slated Jan. 29-30

THE PRIX Jeunesse Suitcase workshops and discussions will be held on Jan. 29-30 at Soka Gakkai Building on Timog Avenue, Quezon City.

The workshop is open to all independent television producers, children's TV writers, directors and producers, as well as children's literature researchers.

Registration is free and can be done by applying before Jan. 25 at anaktv_seal@yahoo.com. Only 30 slots are available.

Conducting the workshop is international children's media expert, journalist and editor Matthias Körnich, who is being hosted by Anak TV, with Prix Jeunesse and Goethe-Institut.

The Prix Jeunesse Suitcase is a "suitcase" or collection of award-winning, innovative programs for the young. It is a unique feature of the Prix

Jeunesse International Children's TV Festival held every two years in Munich.

Suitcase screenings that take outstanding programs on the road throughout the year give a wider audience a chance to see the best work from all over the world and provide a creative spark for media professionals, who often forget that addressing young audiences requires different strategies.

Prix Jeunesse aims to promote quality in television for the young worldwide. It aims to promote television that enables children to see, hear and express themselves and their culture, as well as enhance awareness and appreciation of other cultures.

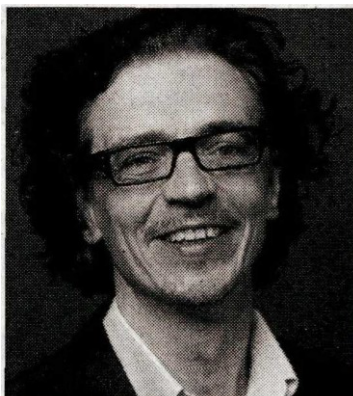
The goals are shared by the Goethe-Institut, the German cultural center in the Philippines, which made the Manila visit of

media expert Körnich possible.

Anak TV's secretary general Mag Cruz Hatol will stage two children's screening sessions, in cooperation with the Iloilo governor's office and Soka Gakkai, days before the media experts' workshop to be run by Körnich.

A commissioning editor in the children's and family's programs of the German public broadcaster Westdeutscher Rundfunk, Körnich belongs to the editorial team that handles cross media strategies of "Show with the Mouse," a highly acclaimed German children's TV series.

Since 1998, he has been lecturing on storytelling, multimedia work and communications in various institutions in Germany and Argentina.



MATTHIAS Körnich