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## GERMAN EXPERT TO LEAD MANILA CHILDREN'S TV WORKSHOPS

**A**NAK TV, in partnership with Prix Jeunesse and the Goethe-Institut, will host international children's media expert, journalist and editor Matthias Körnich in Manila for the Prix Jeunesse Suitcase workshops and discussions on January 29 and 30 at the Soka Gakkai Building in 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.

The Prix Jeunesse Suitcase is a "suitcase," or a 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 the outstanding pro-

grams 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 require different strategies.

The aim of the Prix Jeunesse is 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 enhancing an awareness and appreciation of other cultures.

These are also goals of the Goethe-Institut, the German Cultural Center in the Philippines, which supports the project and made Körnich's visit to Manila possible.

For the Suitcase, 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 in the days prior to the workshop. Matthias Körnich works as commissioning editor in the children's and family programs of the German public broadcaster WDR (Westdeutscher Rundfunk) and 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, Körnich has been lecturing on storytelling, multimedia work and communications in various institutions in Germany and Argentina.

Registry to the workshop is free and can be made by applying before January 25 at [anaktv\\_seal@yahoo.com](mailto:anaktv_seal@yahoo.com). Only 30 slots will be available.



**MATTHIAS KÖRNICH**