



PRESS RELEASE:

CHILDREN'S TV EXPERT TO RUN WORKSHOP AT PRIX JEUNESSE SUITCASE OF ANAKTV AND GOETHE-INSTITUT

Anak 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 **29 and 30 January 2015 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 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 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 the visit of media expert Matthias Körnich 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 media experts' workshop to be run by Körnich.

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 can be made by applying before **25 January** at anaktv_seal@yahoo.com. Only 30 slots will be made available.

Reference: Aya de Lasan Tel. #: 02-3522190/ 3764449

In photo: Matthias Körnich