



บันทึกข้อความ

ส่วนราชการ...สำนักงานประชาสัมพันธ์ต่างประเทศ...สงต. โทร. ๐-๒๖๑๘-๒๓๒๓...ต่อ ๑๗๑๐-๑๗๑๑.....

ที่...นร.๐๒๐๙.๐๓/ ๑๕๑๕.....วันที่ ๒๓.....เมษายน ๒๕๖๑.....

เรื่อง...การประกวดรางวัล The 45th JAPAN PRIZE 2018.....

เรียน ผอ.สทท. ผอ.สนช. และ ผอ.สปช.๑-๔

ด้วย สถานีโทรทัศน์ NHK แห่งประเทศญี่ปุ่น จัดประกวดรางวัล The 45th JAPAN PRIZE 2018 รายละเอียดดังต่อไปนี้

๑. ประกวดสื่อภาพและเสียงเพื่อการศึกษา (Audiovisual) ในกลุ่มต่าง ๆ ประกอบด้วย

- ๑) เด็กก่อนวัยเรียน (Pre - School) อายุไม่เกิน ๖ ปี
- ๒) เด็กวัยประถม (Primary) (อายุระหว่าง ๖ - ๑๒ ปี)
- ๓) เด็กวัยรุ่น เยาวชน (Youth) (อายุระหว่าง ๑๒ - ๑๘ ปี)
- ๔) การศึกษาต่อเนื่อง (Lifelong Learning) อายุ ๑๘ ปีขึ้นไป
- ๕) สื่อสร้างสรรค์ สร้างการมีส่วนร่วม

รางวัลประกอบด้วย

- ๑) The Grand Prix Japan Prize เงินรางวัลจำนวน ๕,๐๐๐ เหรียญสหรัฐ
- ๒) Prizes for the Best Work in Each Category เงินรางวัลจำนวน ๒,๐๐๐ เหรียญสหรัฐ
- ๓) Special Prizes เงินรางวัลจำนวน ๒,๐๐๐ เหรียญสหรัฐ

๒. ประกวดข้อเสนอโครงการผลิตรายการโทรทัศน์เพื่อการศึกษา (TV Proposal)

รางวัลประกอบด้วย

- ๑) The Best Proposal Prize เงินรางวัลจำนวน ๑๐,๐๐๐ เหรียญสหรัฐ
- ๒) Excellent Proposal Prize เงินรางวัลจำนวน ๖,๐๐๐ เหรียญสหรัฐ

ทั้งนี้ NHK ได้เริ่มเปิดรับสมัครผลงานตั้งแต่บัดนี้จนถึงวันที่ ๓๐ มิถุนายน ๒๕๖๑ รายละเอียดเพิ่มเติมสามารถติดตามได้จาก <http://www.nhk.or.jp/jp-prize/english> สำหรับหน่วยงานที่สนใจส่งรายการเข้าประกวดโปรดส่งผลงานมายัง ส่วนส่งเสริมงานประชาสัมพันธ์ต่างประเทศ สำนักงานประชาสัมพันธ์ต่างประเทศ ภายในวันที่ ๙ มิถุนายน ๒๕๖๑ หรือสอบถามผู้ประสานงาน นางสาวพรพิรุณ หุ่นรอด นักประชาสัมพันธ์ชำนาญการ หมายเลขโทรศัพท์ ๐๙ ๙๖๕๒ ๗๘๑๖

จึงเรียนมาเพื่อโปรดพิจารณา

(นางวันเพ็ญ อัทตัน)

ผอ.สปต.

Fwd: Japan Prize starts call for entries (NHK)

Wanida Gajaseni <wgajaseni@gmail.com>

Wed 4/18/2018 5:39 PM

To: praphaisri philalai ketsawa <praphaisri_p@hotmail.com>; pornpirun01 <pornpirun01@hotmail.com>; Natawan Tirakijpanichakorn <natawan.tirakij@gmail.com>; nawasiri <nawasiri@hotmail.com>;

📎 1 attachments (775 KB)

JAPANPRIZE2018_flyer0402.pdf;

----- Forwarded message -----

From: <okumura@abu.org.my>

Date: Fri, Apr 13, 2018 at 3:57 PM

Subject: Japan Prize starts call for entries (NHK)

To:

Cc: Mizuto Tanaka <tanaka.m-ho@nhk.or.jp>, 林 貴子 <hayashi.t-jk@nhk.or.jp>, Yuki Yoshida <yoshida.y-oa@nhk.or.jp>

CALL FOR ENTRIES - THE JAPAN PRIZE 2018

Dear Colleagues,

Greetings from ABU Secretariat, Kuala Lumpur.

We are delighted to announce that NHK, Japan is accepting entries for the JAPAN PRIZE 2018 from **April 1 - June 30, 2018**.

The JAPAN PRIZE has focused solely on contents with educational aims since its establishment in 1965. They are looking forward to receiving entries of inspiring productions from Asia-Pacific creative communities and particularly from ABU members.

Productions are accepted in the following divisions:

1) Audiovisual Division

- Pre-school/Primary/Youth/Lifelong Learning Categories (TV program, film, video)
- Creative Frontier Category (website, game, application software, cross-media content)

2) Proposal Division--10,000\$/6,000\$ grants for educational TV proposals--

- If the proposal is selected as a finalist, the producer will be invited to Tokyo for final presentation to the jurors. NHK covers travel cost.

•Before the final presentation, the finalist will participate in one-day workshop for effective presentation technique.

•The finalists will also be welcomed to join panel talks, screenings, and networking events during his/her stay in Tokyo.

*Countries and regions which are NOT eligible for this Division are listed on our website.

Please go to <http://www.nhk.or.jp/jp-prize/english/> for more information.

Thank you and best regards,

Koichi Okumura

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Koichi Okumura (Mr)
Director of Programming

ABU, Asia-Pacific Broadcasting Union

2nd Floor, IPPTAR Building, Angkasapuri,

Kuala Lumpur, 50614, Malaysia

Phone: 60-3-2282-2480

Fax: 60-3-2282-5292

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The 45th

JAPAN PRIZE 2018

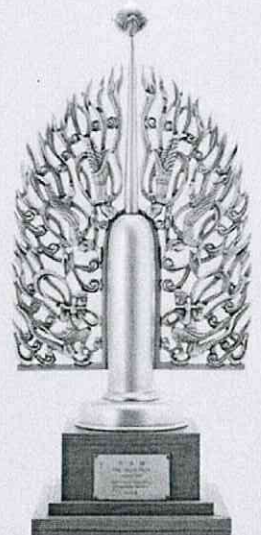
International contest for educational media

Submit your best work
to inspire the world

Entry Deadline June 30, 2018

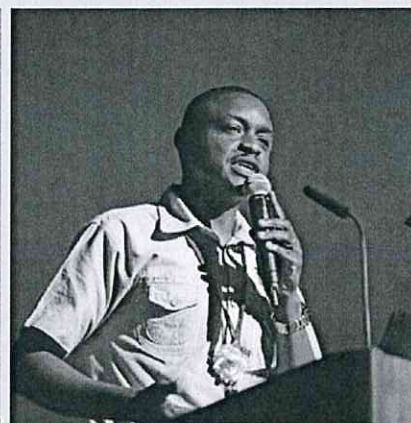
ENTRY RULES: <http://www.nhk.or.jp/jp-prize/>

JAPAN PRIZE 日本賞



JAPAN PRIZE 2018

Dedicated to educational media for better international understanding and cooperation since 1965



Audiovisual Division

Pre-school/Primary/Youth/Lifelong Learning Categories (TV program, film, video)
Creative Frontier Category (website, game, application software, cross-media content)

Proposal Division

Grants (\$10,000/\$6,000) for educational TV program proposals, aiming to support the realization of educational TV programs in countries/regions with limited budget and/or technical facilities.

For Further Details: <http://www.nhk.or.jp/jp-prize/>

Entries & Judging <Audiovisual Division >

Entry Rules

Purpose

JAPAN PRIZE aims to contribute to the development of educational broadcasting and media worldwide by awarding audiovisual contents that show high quality educational effects.

Entry

Entry Period

April 1 to June 30 at 11:59pm Japan Time, 2018

All required materials (including Entry Form, movie file, etc.) should arrive at the Secretariat by June 30, 2018.

Entry Fee

There is no entry fee.

***NOTE:** Entering organizations are responsible for any fees that may arise in connection with entries and with preparing required materials, such as postal fees and taxes for delivery and return.

Categories & Applicable Media

1. **Pre-school Category**

Educational audiovisual contents for pre-school children up to around age 6

2. **Primary Category**

Educational audiovisual contents for primary school children around ages 6 to 12

3. **Youth Category**

Educational audiovisual contents for youths around ages 12 to 18

4. **Lifelong Learning Category**

Educational audiovisual contents for adults around ages 18 and over

5. **Creative Frontier Category**

Educational audiovisual and interactive contents that open up new learning possibilities by taking advantage of the characteristics of digital media (Pre-school/Primary or Youth/Lifelong Learning)

Category	Applicable media	Remarks
1. Pre-school	TV program	Any related URL or other information will be viewed as a reference but not used as a judging criterion.
2. Primary	Film	
3. Youth	Video	
4. Lifelong Learning	*including webcast	
5. Creative Frontier	Website Game (Web Game / Console Game / Game App.) Application Software Cross-media Content	Cross-media content is composed of multiple media such as a TV program, website and application software under the same title.
	*Please contact the Secretariat if you submit VR.	

Entries & Judging <Audiovisual Division >

Judging Criteria

Educational content has an important role in contributing to both individual growth and social development, by fostering our aspirations to learn, reflect, and empathize. The JAPAN PRIZE, as a place to confront the challenges of our times and societies and pursue the meaning of education, looks for richly novel and creative educational content. The judging criteria are as follows:

Common Rules for All Divisions

No juror may participate in voting for any entry submitted by an institution to which he or she belongs or in the production etc. of which he or she has been involved.

Common Criteria for All Divisions

- *Whether the entry takes a long-term perspective and has educational goals designed to contribute to individual growth
- *Whether the entry is effective in contributing to a richer life such as by providing new knowledge and/or information and guidance for rational thinking
- *Whether the entry is effective for helping viewers/users understand others and/or foster sympathy for others
- *Whether the entry has universal educational applications and offers effective suggestions for problem-solving and other activities aimed at improving society
- *Whether the entry uses media functions and specific media characteristics efficiently

Criteria for the Audiovisual Division

1) Setting and Achieving Educational Goals

Are there educational goals which heighten the target viewers'/users' motivation for learning and/or are appropriate for society and the current times? Are the established goals achievable in conjunction with changes in individual behaviors or attitudes?

2) Content / Composition

Have the content and/or composition been devised to provide viewers/users with learning opportunities or stimulate other educational activities based on effective learning?

3) Expression / Direction

Does the entry possess originality, creativity, artistic quality and innovative ideas that make effective use of the advantages of each medium in its presentational and developmental structures, and is it well-planned for holding the interest of the target viewers/users?

4) Characteristics / Usability

In addition to the above criteria, for the Creative Frontier Category, does the entry make the most of digital media's characteristics and increase the target viewers'/users' motivation to learn proactively? Are the format, structure, and design appropriate and easy to use for the target viewers/users?

Entries & Judging < Proposal Division >

Entry Rules

Purpose

In order to contribute to the development of educational broadcasting around the world, the JAPAN PRIZE supports the realization of ideas for educational television programs in countries/regions with limited budgets and/or technical facilities.

Prize-winning organizations are required to produce and broadcast the proposed program within the year following receipt of the prize, and to report the progress of the production to the organizer.

Entry

- All countries and regions other than those listed in the link below are eligible to enter.

**List of countries and regions that
are not eligible to enter**

Entry Period

April 1 to June 30 at 11:59pm Japan Time, 2018

Entry Fee

There is no entry fee.

Prizes

The Best Proposal Prize US\$ 10,000

(The Hoso Bunka Foundation Prize)

The most outstanding proposal for a TV program which will contribute to education in an entrant's country/region

Excellent Proposal Prize US\$ 6,000

(The National Federation of UNESCO Associations in Japan Prize)

An excellent proposal for a TV program which will contribute to education in an entrant's country/region and to the promotion of ESD (Education for Sustainable Development)

*Education for Sustainable Development means including key sustainable development issues into teaching and learning; for example, climate change, disaster risk reduction, biodiversity, poverty reduction, and sustainable consumption. It also requires participatory teaching and learning methods that motivate and empower learners to change their behavior and take action for sustainable development.

Entries & Judging < TV Proposal Division >

Judging Criteria

Educational content has an important role in contributing to both individual growth and social development, by fostering our aspirations to learn, reflect, and empathize. The JAPAN PRIZE, as a place to confront the challenges of our times and societies and pursue the meaning of education, looks for richly novel and creative educational content.

In this division, the proposals will be evaluated based on the aims of supporting the realization of educational television programs in countries/regions with limited budgets and/or technical facilities and contributing the development of educational broadcasting around the world.

Common Rule for All Divisions

No juror may participate in voting for any entry submitted by an institution to which he or she belongs or in the production etc. of which he or she has been involved.

Common Criteria for All Divisions

- *Whether the entry takes a long-term perspective and has educational goals designed to contribute to individual growth
- *Whether the entry is effective in contributing to a richer life such as by providing new knowledge and/or information and guidance for rational thinking
- *Whether the entry is effective for helping viewers/users understand others and/or foster sympathy for others
- *Whether the entry has universal educational applications and offers effective suggestions for problem-solving and other activities aimed at improving society
- *Whether the entry uses media functions and specific media characteristics efficiently

Criteria for the TV Proposal Division

- 1) **Setting Educational Goals**
Are the educational goals designed to be feasible and deal with universal tasks of education and are they likely to be effective in solving issues in the entrant's country or region?
- 2) **Content / Composition**
Have the content and/or composition been devised to provide viewers/users with learning opportunities or stimulate other educational activities based on effective learning?
- 3) **Creativity / Originality**
Does the proposal have originality and creativity plan in the construction of its expression and directional method and offer any attractive ingenuity for the target audience?
- 4) **Production Process**
Are budget and production schedule appropriately planned?
- 5) **Assurance of Broadcast**
Does the producer have a clear plan to broadcast the completed program by the designated date?
- 6) **Copyright Administration**
Does the proposing organization take full responsibility for obtaining all necessary copyright clearances as regards the program?