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PROMOTING EXCELLENCE IN CHILDREN'S TV

*Press Release / May 2018*

## **Strong Children – Strong Stories – Strong Festival**

### **The World of Children's TV Meets at 28<sup>th</sup> PRIX JEUNESSE INTERNATIONAL**

550 children's TV experts from 65 countries meet from 25<sup>th</sup> until 30<sup>th</sup> May at the Bavarian Broadcasting Corporation in Munich/Germany, for the world's oldest and most prestigious children's TV festival, the PRIX JEUNESSE INTERNATIONAL. For one week, they will jointly watch programmes, analyse and discuss the strengths and weaknesses of the shows and in the end award the very best ones with the PRIX JEUNESSE trophies.

Nearly 400 children and youth programmes from over 60 nations have been submitted for competition by broadcasters and producers. 95 programmes have made it into the final round. The programmes compete in six categories, divided into fictional and non-fictional content, and age groups up to 6, 7 -10 and 11 -15 years old.

A special feature of PRIX JEUNESSE: no jury deliberates and judges behind closed doors. Instead, every accredited participant is asked to join the voting for the winning programmes. This special feature makes the participation more than "just" a festival visit.

Beside the prizes for the main TV categories, there are various special prizes. International youth juries in six nations judge the programmes in the age group 11 – 15 and, in the end, award two prizes for the most outstanding fictional and nonfictional programmes. A German children's jury consisting of over 500 children from Munich awards two "golden elephants" to the best programmes for 7 – 10 year old children. Furthermore, UNICEF and UNSECO will award special prizes for programmes which enforce the rights of children or rather support intercultural understanding. A "Gender Equity Prize" goes to a programme which shows gender aspects in an innovative way. Also cross-media quality will be valued: with the "Interactivity Prize", an award goes to an app or website which presents the digital extension of a TV programme.

The motto of the this year's festival is "Strong Stories for Strong Children – Resilience and Storytelling". Resilience, the ability to master crises and use them as the starting point for development, is one of the new magic words in psychology. Resilience is an important skill that can be fostered, especially in children, through direct contact but also through mediated stories. Through stories, children can become aware of their own strength, learn how to deal with difficult situations. In various info sessions, the festival participants will hear about the most recent research findings on that matter.

Founded in 1964 by the Bavarian Broadcasting Company, the festival has lost nothing of its inspiration. Quite the contrary: In 2018, the participants are going to experience a fully packed week, providing them with enriching insights into quality children's TV. The possibility to meet colleagues from more around the world, to exchange ideas and to establish valuable contacts makes PRIX JEUNESSE an exceptional platform for those who are dedicated to children's TV of high quality.

The award ceremony of the PRIX JEUNESSE INTERNATIONAL takes place on 30<sup>th</sup> May 2018 at "Löwenbräukeller" in Munich.

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