
nbc's Glynis Beuakes-Kapa wins the Japan Prize 2014

24 October 2014, Windhoek; Namibia. The nbc's Executive Producer, Glynis Beukes-Kapa won the prestigious Japan Prize 2014 in Tokyo on 21 October 2014 for her TV Proposal *Meerkat's Adventure*. The kiddies programming TV expert, came first among five top international television producers who were shortlisted a few months earlier, to pitch their television proposals.

The nbc's proposal for age group 3-5 years is called "Meerkat's Adventure" and is part of the Education section under Content Hub, headed by Maria Indongo-Nepaya.

This proposal was handed in to the Japan Prize to determine whether the broadcaster could solicit funding to help the education system (Ministry of Education) in Namibia to provide adequate learning material for early childhood development for young children in the country.

During May 2014 the Education section attended the Prix Jeunesse workshop in Munich, Germany where the nbc's Content Hub staff were introduced to the President of the Japan Prize 2014 International Contest for Educational Media. They invited nbc to take part in the contest. The Education department then submitted a proposal for 3-5 year olds, to develop any material or programming for this age group.

There is a need for nbc to assist the Ministry of Education in their endeavor to provide programs that can assist all caregivers and teachers at pre-primaries and kindergartens to ensure that children have the basic tools to become school ready and be able to enter formal schooling in Namibia.

"With the proposal of "Meerkat's Adventure" we want to provide learning material for young children through television. We all know how inquisitive a meerkat (squirrel) is. They are always on the lookout to see what is happening in and around their surroundings. Every time a meerkat steps out of his hole, he discovers something new about his environment, be it colours, shapes, numbers, animals and much more," Glynis says.

The event kicked off with finalists of the prize partaking in a Preparatory Workshop for Final Presentation which was then followed by the Awards Ceremony, carried out from 15 to 21 October 2014. The finalists also attended IPCEM (International Producers Conference for Educational Media) sessions. The value of the award is USD 8000.

The Japanese public broadcaster, NHK 's Senior Producer Rumiko Nobuto, congratulating the winner says, "On receiving the Prize for *Meerkat's Adventure* - when the winner was announced, Glynis started crying with joy on the stage in front of Japanese Crown Prince. Then many people including men and women who saw her crying also started crying. It was really a touching moment. She also made a great winner's speech." In her speech Glynis said that the participants became like a small family and that everyone was a winner. "To the Judges, I have never met such grace. Your comments to my project gives me strength to keep fighting for the cause of children's educational media. Mr. Ken-Chi, in one day you have made us champions of our own work. You all have changed the world of education media.

nbc Director-General, Albertus Aochamub said "I heartily congratulate Glynis Beukes-Kapa for winning the Japan Prize 2014 for "Meerkat Adventure. Well done Head of Content-Hub Maria Indongo-Nepaya and team!"



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