

Press Conference for *Likes for Taiwanese Kids!*, a TV Program for Children Produced by MOE and PTS Together

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To promote liberal arts and humanistic education, MOE worked together with Taiwan Public Television Service (PTS) for the TV program, *Likes for Taiwanese Kids!*, serving as a dream stage for Taiwan's elementary school students to demonstrate their talents and distinctive features. Since *Likes for Taiwanese Kids!* was to be premiered on November 14, 2015, a press conference was especially scheduled today (12) and hosted by Lin Teng-chiao, Administrative Deputy Minister of MOE, and Chiou Yueh, President of PTS.

Since its launching in 2004, there have been over 300 school students demonstrating a variety of their talents through *Likes for Taiwanese Kids!*, thereby materializing the core value of the policy in liberal arts and humanistic education upheld by MOE: each and every child has one kind of musical instrument; each and every school has a music mass organization. In addition to increasing demonstrations and enhancing cultural literacy, the adjusted program of this year features a school performance in each episode. The performance was commented by professional judges who looked through each performer's strength and weakness. In addition, a group of little judges were also

invited to provide their perspectives so that they learn to express themselves.

Encouraging students to walk into urban city from rural areas to demonstrate their talents so they can be seen and shine through the stage. Students can pursue self-realization while at the same time promoting school image and showcasing unique features. Each school will learn to build up its brand name, to search for uniqueness instead of exclusiveness, such is MOE's actively promoted policy, said Lin Teng-chiao, Administrative Deputy Minister of MOE.

Kids from across Taiwan, wherever they are from cities, outlying islands or rural areas, find interesting topics, build confidence, and have a sense of achievement in club activities. After going through mentoring, coaching and an exchange of creative ideas in whichever field, such as music, dance, chorus, drama, martial arts, folk art and physical capability, they have great confidence and take pride in themselves while performing and ultimately receive acclaim. In addition, *Likes for Taiwanese Kids!* also introduces the landscape and distinctive features of the participant schools as well as the great efforts students take for their performance.

Likes for Taiwanese Kids! was hosted both by Jeffery Hsu, who is versatile, travels around Taiwan and has good interactions with children, and by Hong Chen-ying, who hosted TV programs for children with excellence. This program is broadcast at 4:00 to 4:30 pm every Saturday, starting from December 14, 2015—a message which was announced in the press today in and was accompanied by live performance from New Taipei City Yi Xue Elementary School, which performed taiko drum with power, and Shungsi Elementary School, which performed Budaixi, a puppet show that combined both the elements of traditional art and modern creativity .

Making good use of media power to showcase the great achievement in education, its future vision, as well as students' talent to the public exemplifies the deep-rooting of art and adaptive development of human capital, both are policies upheld by MOE. It is MOE' s ultimate hope that: through adaptive counseling, the schools can help students explore and fathom themselves; through ongoing tryout and experiencing, each student can expand his or her learning potential, and ultimately succeed.