



**8-10 September 2014, Kuala Lumpur, Malaysia**

## **MEDIA FOR 21<sup>st</sup> CENTURY CHILDREN**

### **Asia welcomes the World Summit on Media for Children**

Kuala Lumpur, Malaysia, hosts the 7th World Summit on Media for Children in September 2014, the first time the global summit on media in the development, education and wellbeing of children is taking place in Asia.

The Summit is organised by the Asia-Pacific Broadcasting Union (ABU) and the World Summit on Media for Children Foundation and hosted by Radio Television Malaysia (RTM). The organisers expect more than 1,000 producers, broadcasters, media regulators, educators and community leaders committed to the improvement of quality media for children.

The World Summit in Kuala Lumpur aims to achieve a greater understanding of developments in children's media around the world and to raise the status of children's programming and draw to the attention of key people in production and distribution the importance of issues relating to children and young people. The Summit will culminate with a Charter of Guiding Principles for children's media and assist in providing opportunities for quality children's programming in the future.

The Summit will provide unique opportunities for networking, debates and workshops on content creation. It will celebrate children's creativity and development through media and will focus on quality content and the role and meaning of education in a globalised modern media environment.

It will also be a chance for media professionals to see how children see the media, use technologies and envisage their future.

If you are a content creator, educator, policy maker, digital media creator or someone working in the field of childhood development with an interest in their media, this Summit is for you.





## Pre-Summit Workshops

**8 September 2014**

**VENUE: Royale Chulan Hotel, KL**

<b>Workshop 1</b> <b>0900 – 1730</b>	<b>Strong Stories for Strong Children</b> <b>(By Invitation Only)</b>
<b>Workshop 2</b> <b>0900 – 1730</b>	<b>Writing Appealing Educational Program Proposals for Television</b>
<b>Workshop 3</b> <b>1400 – 1730</b>	<b>Working with Kids</b> <b>(By Invitation Only)</b>
<b>Workshop 4</b> <b>0900 – 1730</b>	<b>Children's Media at The Core of PSB In a Changing World</b>
<b>Workshop 5</b> <b>0900 – 1730</b>	<b>Social Media: Advent of a New Playground</b>
<b>Workshop 6</b> <b>0900 – 1230</b>	<b>Broadcasters as Key Drivers of Animation</b>
<b>Workshop 7</b> <b>0900 – 1730</b>	<b>Children's Rights and Media</b>

# SUMMIT PROGRAMME

<b>DAY 1</b> <b>Tuesday 9 September 2014</b>	
0800 – 0900	<b>REGISTRATION</b>
0900 - 1000	<b>OPENING CEREMONY</b>
1000 - 1030	<b>Coffee Break</b>
1030 - 1130	<b>SESSION 1</b> <b>Potential for Media to Transform Children's Education</b> This session will analyse how the media contribute to the education and development of children. The speakers will focus on the use of media as an instrument for transforming education and for catering to the needs of the children who are the global citizens of the future.
1130 - 1230	<b>SESSION 2</b> <b>Kids 3.0: Living in a Digital World</b> This session will address how digital media environments are shaping children's minds and behaviour. What do children watch? How do they engage with digital media? The speakers will focus on patterns of accessing content from multiple platforms, children's engagement with new media tools and the potential to use new media for children's development.
1230 - 1400	<b>LUNCH BREAK AND EXHIBITION VISIT</b>
1400 - 1445	<b>SESSION 3</b> <b>Digital Age Storytelling: The Everlasting Power of a Good Story</b> Despite digital innovations and technological advancements, good story telling still remains the most important aspect of programming. This session will showcase some of the world's most innovative multimedia content that engages and inspires children and will explore how storytelling can be educational and entertaining.
1445 - 1530	<b>SESSION 4</b> <b>Programming for Children across all Platforms</b> Children of the digital age are early adopters of technological innovations. This session will analyse how new and different programming formats can be effectively employed in a multimedia environment and how they cater to the needs of diverse younger audiences.
1530 - 1600	<b>Coffee Break</b>

1600 - 1645	<b>SESSION 5</b> <b>Bridging the Global Media Divide for Children</b> This session will showcase different models around the world that produce and deliver content to children who have little or no access to the media.
1645 - 1730	<b>SESSION 6</b> <b>Showcase: Social Media use by Young Children, Tweens and Teens – Best Practice in Social Media</b> This session will turn the spotlight on the use of social media among young children and teenagers. The speakers will examine current trends and explore examples of best practice in engaging this target group. This session will also address the use of emerging technologies by children, adolescents and their educators.
	<b>End of Day 1</b>
	<b>The Romanian Radio National Orchestra Concert</b>
<b>DAY 2</b> <b>Wednesday 10 September 2014</b>	
900 - 0945	<b>SESSION 7</b> <b>Raising the Profile of Children's Media</b> The increasing involvement of major stakeholders in media - including government and policy makers – should create a higher profile for children's programming in television and on radio. This session will address the challenges and opportunities for enhancing children's programming as an important genre in mainstream media.
945 - 1030	<b>SESSION 8</b> <b>Showcase: Best Practice in using Media for Education</b> This session will showcase some best practices employed by media for children as active learners and will focus on the challenges in improving media literacy. The session will also explore how media can assist educators in reaching out to children with special needs.
1030 - 1100	<b>Coffee Break</b>
1100 - 1145	<b>SESSION 9</b> <b>Media Law, Policy and Children's Privacy</b> Eminent media professionals and regulators will address children's privacy issues within the framework of media law and national policies.
1145 - 1230	<b>SESSION 10</b> <b>Media Violence, Stereotyping and Advertising – Comparative Perspectives of Adults and Kids</b> A panel of adults and young people will share their perspectives on

	violence in the media, advertising and media stereotyping aimed at children.
1230 - 1400	<b>Lunch Break and Exhibition Visit</b>
1400 - 1445	<b>SESSION 11</b> <b>Best Practices in Interactive Media - Television, Gaming, Mobile and Online</b> This session examines the creative and ethical guidelines in producing interactive content for children. It will also showcase some of the best examples of creating such content.
1445 - 1530	<b>SESSION 12</b> <b>Funding Children's Content: Challenges and Opportunities</b> Creating content for 21 <sup>st</sup> Century children needs adequate funding. Most content creators depend on international and national funding sources to produce such content. This session will explore different models of funding media - from those used by governments to commercial media and entrepreneurial models and analyse the challenges and opportunities of each in creating appropriate and compelling media for children.
1530 - 1600	<b>Coffee Break</b>
1600 - 1645	<b>SESSION 13</b> <b>Media, Social Responsibility and Children</b> This session will address how media can increase awareness and play an active and responsible role in making a difference in some of the most difficult issues that children around the world face: AIDS, poverty, obesity, child labour, trafficking and violence.
1645 - 1730	<b>CLOSING SESSION: PLENARY</b> Wrap-up session moderated by experts encouraging participants to share their ideas and perspectives.
1730 - 1800	<b>CLOSING CEREMONY</b> <ul style="list-style-type: none"> <li>• Report on the conference &amp; adoption of Conference Declaration</li> <li>• Post-conference evening events</li> <li>• Closing remarks</li> </ul>
<b>Gala Dinner</b>	