

**WEDNESDAY, 10 DECEMBER 2008 (09.00am – 10.30am)**

**Workshop 4: Media and Children's Rights**

**KOZANI, LEVEL 1, Spanish**

**Título del taller: Media and the Rights of Children and Adolescents / Medios de Comunicación y la Garantía de los Derechos de la Niñez y Adolescencia**

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**Organización:**

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**Idioma:** inglés/English, francés, español/Spanish, ruso, árabe.

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**Workshop description:**

**1. What are the main points you want to raise in the workshop?**

The workshop will discuss the challenges for organizations that are working in the field of media and the rights of children and adolescents, using the Latin American experience as a baseline for the debate. In particular, the following three issues will be discussed:

1. **The necessity to promote amendments of the legal frameworks that regulate children's rights and media.** A report developed in 14 countries by the ANDI Latin America Network and Save the Children Sweden will serve as a starting point for the workshop. The study analyzed existing legislation and law projects that are currently in progress in national parliaments. The findings point out that there are clear shortcomings in the regulation of crucial aspects to guarantee quality news content for children and adolescents.
2. **The quality of news coverage on public policies and crucial issues related to children's rights.** Since 2004, the organizations that compose the ANDI Latin American network have monitored over 120 regional newspapers on a daily basis. The result of this work offers a detailed insight on the limits and the progresses of the press in 11 countries from the perspective of Media for

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Development. We will discuss aspects related to agenda setting and the watchdog role of news reporting, using the above report as an input for the discussion.

**3. Citizen participation and news content for children and adolescents.**

The workshop will address the importance of establishing effective dialogue channels for citizens to express their perceptions of news production, particularly as they relate to children and adolescents. This sort of citizen monitoring initiatives should involve children and adolescents themselves in the discussion with society and communication groups. On the other hand, strategies will be discussed to achieve successful networking with diverse sectors and "protagonists" of the field (media, private sector and public sector institutions, children and media non-government organizations (NGOs), advertisers, local and regional government). As an example, the National Commitment for Quality Children's Television in Colombia will be presented, a declaration signed in 2005, through which public and private channels, government agencies, producers' guilds and civil society organizations have established a common set of objectives for improving children's television in Colombia.

**2. Give some background information to the issue you want to raise.**

Latin America has developed an array of initiatives related to media and the rights of children and adolescents, in accordance with the principles established in Article 17 of the Convention on the Rights of the Child. In this context, the role of civil society organizations is fundamental. On the one hand, they acknowledge the important contribution of media to promote those rights. On the other hand, they identify serious shortcomings of media in the production of news content related to children and adolescents. The omission of national states to comply with Article 17 underscore the need for the development of new working methodologies of civil society organizations and their coordination on a worldwide level.

**3. List three key questions you want the workshop to address.**

a) Coordination possibilities among states, civil society organizations and media companies in order to guarantee the rights established in Article 17 of the UN's Convention on the Rights of the Child.

b) Technical and institutional capacities necessary for a journalism based on the principles of Media for Development and Corporate Social Responsibility.

c) The rights of children and adolescents as a central parameter in the debate on media development.

**4. What would be the main desired outcome of the workshop?**

To promote issues related to children's rights in the global debate on media development and to encourage technical and institutional exchange among organizations that work in this field, not only in a South-North but as well as in a South-South perspective.

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