



**WORLD SUMMIT ON
MEDIA FOR CHILDREN AND
YOUTH JUNE 14-18 2010
KARLSTAD SWEDEN**

PROGRAMME

FINAL VERSION

PRACTICAL INFORMATION

Accommodation

All pre-booked hotels are situated in the city centre of Karlstad with walking distance to buses and trains, except for Scandic Hotell Klarälven (located about 1 km from town square).

Conference Administration

All conference administration takes place at the information desk.

Emergency and medical attention

In case of emergency, dial 112. For medical attention please contact the information desk for assistance.

Evaluation form

Evaluate us: in your delegate bag you will find an evaluation form. Fill in the form and leave in the evaluation box by the Information desk. Thanks!

Information desk opening hours:

Monday 13:00-20:00
Tuesday-Thursday 08:15 -18:00
Friday 08:00-17:30
Phone No: +46 54 700 18 06 or +46 70 385 95 00

During the whole summit we also provide support and service through our young students wearing black t-shirts marked "ask me". These young helpers can be found throughout the conference area during all opening hours.

Interactivity

What are the three major challenges in young people's world of communication? What are the three key recommendations for future actions? Express yourself at:

Facebook: facebook.com/wskarlstad2010
sms/mms: +46 722 270 624
E-mail: recommendations@wskarlstad2010.se

Internet and e-mail

On the back of your name badge there is a personal Internet guest account which you can use on the guest computers in the library, on your lap top and also when log on the computer in each conference room.

Lost and found

Contact the information desk for information if you have lost or found something.

Lunch

Lunch is served daily at Restaurant Solsta Inn and in House 12 between Tuesday -Thursday 11:30 -12:45, Friday 11:00-12:15. For delegates who have dietary requirements lunches will be served in Restaurant Solsta Inn. Your name badge works as your lunch ticket.

Map

Over Karlstad university, see programme centerfold
Over Karlstad: in the delegate bag

Name Badge

When register you receive a name badge. Your name badge also works as a bus ticket and lunch ticket. On the back of your name badge there is a personal internet guest account which you can use on the guest computers in the library, on your lap top and also when log on the computer in each conference room.

Registration

Registration takes place at the Information desk located above the main entrance, outside Aula Magna. For opening hours, see above.

Social Programme

Dance Performance on June 15 – 200 SEK.
To book tickets contact Scalateatern at +46 54 - 19 00 80
This event is not included in the conference fee. PRE BOOKED TICKETS ARE REQUIRED to attend.

The Gala Dinner on June 17 – Fully booked, tickets no longer available
Not included in the conference fee. PRE BOOKED TICKETS ARE REQUIRED TO ATTEND.

ABUNDANCE2010 - Dance and Choreography festival June 15-17. For programme: www.dansivarmland.se

Transportations

Free local city buses

Specially assigned buses marked with World Summit, depart continuously between the town square and the summit venue daily. The trip takes about 13 minutes. The name badge is your free bus ticket for all the local buses and the boat buses*.

Bus no 1, 2 and 3 also leave from the city square to the venue. It takes about 20-25 minutes from the city centre to the University. (* Boat buses can not take you to The Summit, but they are perfect for a sightseeing trip).

By car

If you go by car just follow the sign "University" from the high way E18, heading east. The university is located about 7 km from the city centre. Parking is available for a parking fee and can be paid for by Visa or by coins.

Taxi

When your order a taxi at the summit specify the venue address as departure address, the ride will pick you up at the main entrance.

Taxi kurir +46 54 - 150 200
Taxi tingvalla + 46 54 - 52 52 52

Train

The railway station is situated in the city center within walking distance to buses and hotels, except for Scandic Hotell Klarälven. For train traffic information call +46 771 - 75 75 75 around the clock service. www.sj.se

Karlstad Airport

Karlstad airport is situated about 25 minutes by car from the Summit and the conference venue and about 10-15 minutes from the city centre. There's no bus transportation from the airport. To get to and from the airport you need to take a taxi, see numbers above.

Tourist information

For help and ideas on sightseeing, tourist attractions, restaurants and more: www.destinationkarlstad.se/en or call + 46 54 29 84 00. You can also visit their office located at Västra torggatan 26, Bibliotekshuset, Karlstad

Venue

Karlstad University
Universitetsgatan 2
651 88 Karlstad
Phone No: +46 54 700 18 06 or +46 70 385 95 00

TOWARDS A NEW GLOBAL VISION FOR CHILDREN, YOUTH AND MEDIA

– challenges in young people's world of communication

In search of smarter grownups bringing insight, knowledge and skills on media to children and youth, World Summit in Karlstad will be the most important meeting place in 2010.

World Summit Karlstad aims to:

- Strengthen staff from education and leisure putting them at the core of the media and information society
- Support media and information literacy education
- Present new international research findings on children, youth and media
- Give policy makers access to recent research results
- Provide quality media industry content producers and distributors with updated information and knowledge
- Increase opportunities for children and youth to influence media content
- Strengthen the dialogue between: media production/content creation, media education/education, media research and policy-making, and children and youth

In June 14–18, 2010, the City of Karlstad hosts the World Summit on Media for Children and Youth. The programme introduces more than 180 sessions with a focus on children, youth and media. International top quality experts will run key note speeches, panels, round table discussions, lectures, seminars and workshops. The programme offers more than 90 sessions with highest relevance to children and youth specialists such as teachers and leisure time staff and youth NGO:s.



Swedish Minister for Culture
Ms. Lena Adelsohn Liljeroth
photo: Pavel Flato



H.M. Queen Silvia
photo: Marie Rundqvist



Former Vice President European Commission Ms. Margot Wallström
photo: European Commission

Every third year a World Summit is held and attended by media, technology, policy and education professionals dedicated to children's services. Previous Summits have been held in Melbourne 1995, London 1998, Thessaloniki 2001, Rio de Janeiro 2004 and Johannesburg 2007.

Under the patronage of H.M. Queen Silvia of Sweden, with recommendations by the Swedish Minister for Culture Ms. Lena Adelsohn-Liljeroth and Former Vice President European Commission Ms. Margot Wallström, we warmly welcome you to Karlstad - towards a new global vision for children and media.

Per Lundgren
Director
World Summit on Media for Children and Youth Karlstad Sweden 2010
Member of board of directors World Summit On Media For Children Foundation
www.wskarlstad2010.se
info@wskarlstad2010.se



CITY OF KARLSTAD

Welcome to Karlstad, the city with the happy sun! We are convinced that you will enjoy Karlstad, because we love to entertain our guests.

Most probably, this is our heritage from the 18th century waitress, Eva-Lisa Holtz, whose cheerful and friendly personality made people call her “Sola i Karlstad”, the Sun of Karlstad. Today her statue stands in the centre of Karlstad just outside the Elite Hotel, nearby where she used to work.

The fact is we do have a lot of hours of sunshine in Karlstad. Together with the sunny disposition of the waitress,

Karlstad was inspired to have the smiling sun as the official emblem.

We hope you will enjoy Karlstad, with its nice shopping, cosy restaurants and beer gardens.

The delta of the River Klarälven creates a city beautifully surrounded by fresh clean water, enabling you to go for a swim in the heart of the city!

If you would rather stay on top of the water, why not see the city from one of the water buses during the summer. A free city bus pass is included in the conference fee for all World Summit delegates. Welcome to the city of Karlstad!



FACTS ABOUT KARLSTAD

Founder: Duke Karl in 1584

Distances: 220 km from Oslo and 300 km from Stockholm

Our population is just over 84 000 inhabitants, and our ambition is to grow and expand to a bigger city.

The Karlstad region is a world leader in pulp, paper and packaging, and The Paper Province is one of the most successful business clusters in Europe.

We have a fantastic university, with 10 000 students, that forms a significant hub in regional development.

Karlstad has a busy events calendar and there are always plenty of cultural experiences to choose from.

We constantly strive towards a sustainable society. Among other things we are making use of the winds from our inland sea, the Lake Vänern. A newly constructed offshore wind power park in the lake will provide large amounts of environmentally friendly electricity.



PROGRAMME OVERVIEW

MONDAY

- 13:00** Registration
- 16:00** Opening ceremony and World Culture Festivities
- 18:30** Get Together
- 20:00** World Culture Festivities

TUESDAY-THURSDAY

- 08:30/08:45** Welcome!
- 08:45** WS Education opening speech (Tuesday)
- 09:00** Keynote speeches
Seminars
- 10:15** World Café
- 10:45** International panels × 2
Seminars
- 11:30** Lunch
- 12:45** Seminars
- 13:30** Keynote speeches
Seminars
- Youth moving youth policies forward
- 14:45** World Café
- 15:15** International panels × 2
Seminars
- 16:00** Seminars
- Research Forum
- Youth producing media
World Summit Daily News
Youth workshops
- 16:45** Seminars
- 20:00** World Culture Festivities

SYMBOLS:



Keynote speeches



Research forum



Youth moving youth policies forward



WS Education: Promoting creativity
Seminars and workshops on education
learning and understanding media and
information.

FRIDAY

- 08:15** Welcome!
Outside Aula Magna
- 08:30** Keynote speeches
Seminars
- 09:45** World Café
- 10:15** International panels × 3
Seminars
- 11:00** Lunch
- 12:15** Keynote speeches
Seminars
- Research Forum
- Youth producing media:
World Summit Daily News
Youth workshops
- 13:30** International panels × 3
Seminars
- Youth moving youth policies forward
- 15:30** Conclusions and recommendations
on the challenges in young people's world of
communication
- Closing ceremony

PROGRAMME ACTIVITIES

MEDIA AND INFORMATION LITERACY
Tuesday-Friday

RESEARCH FORUM
Tuesday-Friday

**THE ANDER FOUNDATION JOURNALISM
DAY**
Wednesday

MEDIA INDUSTRY
Tuesday and Friday: Future outlooks
Thursday: Media Industry Day

WORLD CULTURE FESTIVITIES
Monday – Thursday

**WORLD SUMMIT
EXHIBITION AREA
AND POSTER SESSION
AREA**
Open every day

THE INTERNATIONAL DANCE FESTIVAL ABUNDANCE

June 15-17 2010 ABUNDANCE is arranged by Dans i Värmland. The theme is media and dance, as to follow the World Summit theme. The festival will offer a common ground for exchange and meetings of experiences between professional artists, amateurs and the public. These people will be presented with the opportunity to practice, experience, feel and discuss dance.
www.dansivarmland.se



MONDAY
JUNE 14

13:00 REGISTRATION

16:00 Location: Karlstad university, main entrance

**TOWARDS A NEW GLOBAL VISION FOR CHILDREN,
YOUTH AND MEDIA – CHALLENGES IN YOUNG
PEOPLE'S WORLD OF COMMUNICATION.**

**16:00 GRAND HALL OPENING CEREMONY. WORLD SUMMIT TOP LEVEL
18:30 PRESENTATIONS. WORLD CULTURE FESTIVITIES**

Ms Lena Adelsohn Liljeroth Swedish Minister for Culture.

Ms Patricia Edgar Chair World Summit on media for children foundation Melbourne Australia.

Mr Alton Grizzle, Programme Specialist Section for Media and Civic Participation, Communication Development Division UNESCO HQ Paris France.

Professor Renee Hobbs, Temple University, Media Education Lab, USA.

Ms Ping Ping Worakate, Peace Revolution, Thailand.

Mr Hans Rosling, Professor of International Health, Karolinska Institutet, Stockholm, Sweden.

Mr. Per Lundgren, Director World Summit on media for children and youth Karlstad Sweden 2010 and Member of board of directors World Summit On Media For Children Foundation, and other programme top names.

Location: Aula Magna

18:30 GET TOGETHER

19:30 A taste of Swedish smorgasbord complimentary by the City of Karlstad.

Location: outside Aula Magna

20:00 WORLD CULTURE FESTIVITIES

00:00 Multicultural garden party at the county museum.

Buses will take you down town.

Location: Värmlands museum

**WORLD CULTURE FESTIVITIES
"VÄRLDENS FEST"**

Multicultural Karlstad with more than 100 ethnic groups with music, food and beverage from different parts of the world in a garden party at the county museum.

Location: Värmlands Museum. 20.00 – 00.00

TUESDAY
JUNE 15

08:30 WELCOME!

08:45 Morning welcome
Location: Aula Magna

08:45 WS EDUCATION OPENING SPEECH

09:00 Presented by Eva-Lis Sirén, Education International, Sweden
Location: Aula Magna

09:00 KEY NOTE SPEECH I AND II

10:15 I: "Linking Media Education with Health Education"



Presented by Alberto Pellai, Department of Public Health at Università degli Studi di Milano, Italy

Nowadays adolescents grow up in a media-saturated world. Most of their values and beliefs are artificially shaped and crafted by decision-makers working at marketing departments, whose messages often urge teens in developing problems with their self-image and in adopting at-risk behaviours like smoking, drinking, drug-using, and unsafe sex. Media education can be considered a revolutionary tool in the hands of health educators who can help teens to navigate safely and consciously into this media-saturated world. Being in control instead of being controlled: this is one of the basic goals of media education processes in the third millennium, linking media education with health education goals. Health education programs can use media education's tools to help students understanding how media messages are promoting, glamorizing or normalizing at-risk behaviours and how to prevent them.

Introduced by Ellen Wartella, WSFB member, USA
Location: Aula Magna

II: "So Sexy So Soon: The New Sexualized Childhood"
"Creating change through activism"

Presented by Julie Gale, Kids Free 2B Kids, Australia and Jean Kilbourne, Wellesley Centers for Women, USA

How did we let the ever-increasing onslaught of sexualised imagery in the public domain occur? Most people report feeling powerless to change the way things are, but our silence allows marketers, advertisers and retailers to keep pushing the boundaries. When the 'corporate world' is seen as an inaccessible giant, how do we access the individuals who make the decisions that impact on the mental health and wellbeing of our children and youth? Parents play an important role in protecting children from the sexploitation bombardment, but today's media environment is not a level playing field. Julie Gale will discuss how we - politicians, corporations and the community - all need to work together to create change, but most importantly, she will show us how it is the passionate individual who makes the difference.

Most children these days get a powerful and very damaging kind of sex education from the popular culture. Media messages about sexuality often exploit women's bodies and glamorize sexual violence. Girls are encouraged to objectify themselves and to obsess about their sex appeal and appearance at absurdly young ages, while boys learn that they should seek sex but avoid intimacy. What used to be part of an adult, secret, mysterious world is now public, ordinary, everywhere. Graphic sexualized imagery in advertising, television, movies, music, the Internet, video games, and more is used to capture children's attention, all in the service of getting them to buy more and more - or to pressure their parents to buy things for them. These images aren't designed to sell them on sex, but to sell them on shopping. Using many illustrations and examples, Jean Kilbourne will describe this sexualization and discuss the harmful consequences.

Introduced by Per-Olof Olsson, World Summit Organisation, Sweden
Location: Aula Magna

FACING THE CHALLENGES!

"News for children world wide"

Presented by Ole Chavannes, Free Voice's Kids News Network, The Netherlands

Kids News Network is a cooperation between 8 youth news programs on TV and Internet, for youth in Indonesia, Burma, Zambia, Mozambique, South Africa, Netherlands Antilles, Surinam and Peru, reaching an estimated 20

million viewers a week. The aim of KNN is to inform youth about the news in their own country and world in an understandable way. The news program not only explains the news, but also gives children a voice - by asking them constantly for opinions about current affairs. During the presentation learnt lessons will be discussed as well as future plans and potential new partnerships.

Introduced by Jakob Svensson, Karlstad university, Sweden
Location: Sjöströmsalen

"What do new audiences require? Listening to children's and youth's voices in this media convergence era."

Presented by Tatiana Merlo Flores, Instituto de Investigación en Medios, Argentina

Which are the cultural paradigms that have changed? What are the processes that both children and youngsters are going through like, which make all the media producers reconsider their strategies to fulfil the new requirements of an audience that seems to be hard to turn loyal? Different field research works carried out at a comparative national and international level try to get closer to the answers that emerge from the children themselves. The processes and levels of involvement with the media contents have different and precise characteristics, which are important to bear in mind when giving adequate answers to an audience which is turning more and more prosumer.

Introduced by Christina Snell, Karlstad university, Sweden.
Location: Fryxellsalen

"Entrepreneurship & Journalism for young refugees"

Presented by Jan Vincens Steen, SteenMedia.no and Paal Stensaas, Markhi AS, Norway

Staying a lifetime in a refugee camp seems hopeless, but through our concept young refugees gain optimism and knowledge to create their own jobs and learn to use their human right of free speech and be a resource for their environment. We will show this is possible to achieve with limited resources. In the world biggest refugee camp Dadaab in Kenya, Somali youth have establish their own company, Hagadera News Corporation, and give service in communication and news to a population of more than 100 000 muslim refugees from Somali.

Introduced by Isabel Gatti, SIGNIS, Argentina.
Location: Frödingsalen

10:15 WORLD CAFÉ

10:45 The nine-man band Groove orchestra entertains in Café Selma
Location: Aula Magna, The Library and Café Selma

10:15 DIGITAL TOURIST

11:45 Workshop co-managed with the Ministry of Culture of and the Swedish Media Council. Moderated by Farid Mädje, Swedish Media Council
Introduced by Martina Wagner, Ministry of Culture, Sweden.
Location: Pedagogisk verkstad

10:45 INTERNATIONAL PANELS x 2

11:30 *International delegates to follow up and discuss issues related to opening ceremony presentations and keynote speeches.*

"International Policies. Why should government develop, support and implement Media Literacy Programmes and initiatives in their countries?"

Moderator: Per Lundgren, Director WS2010 and WSFB member

Panellists: Jordi Torrent, UN Alliance of Civilizations, USA. Alton Grizzle, UNESCO Headquarters, Paris, France. Joseph Huber, Council of Europe, France. Kjersti Sjaatil, European Commission, Belgium. Maja Rakovic, Council of Europe, Serbia.

Secretary: Karen Cirillo, UNICEF, USA

Location: Aula Magna



ABUNDANCE

International Dance
Festival June 15-17.
Read more:
dansivarmland.se

10:45 INTERNATIONAL PANELS × 2

11:30 International delegates to follow up and discuss issues related to opening ceremony presentations and keynote speeches.

"National Media Literacy Organisation. What are the national social outcomes of Media Literacy and how to organise for this?"

Moderator: Renee Hobbs, Temple University Media Education Lab, USA
Panellists: Sherri Hope Culver, NAMLE, USA. Gianna Cappello, MED-Italian Association for Media Literacy, Italy. Aralynn McMane, World Association of News-papers and News Publishers – WAN-IFRA, France. Dora Akunyili, Africa Committee, Nigeria.

Secretary: Regina de Assis, WSFB Member, Brazil
Location: Lagerlöfsalen



RESEARCH FORUM PLENAR SESSION: NEW QUESTIONS, NEW INSIGHTS, NEW APPROACHES

Moderator: Professor Ulla Carlsson, Director, Nordicom, University of Gothenburg, Sweden

The aim of the Forum is to provide a space for knowledge and dialogue between the different groups of delegates at the Summit and for researchers to reach out to interested parties in and outside the research community.

"Eight Working Principles for Change in Children's Television: The views of producers around the world"

Presented by Professor Dafna Lemish, Israel, currently at the Center on Media and Child Health, Children's Hospital Boston Harvard Medical School, USA. Home: Department of Communication, Tel Aviv University, Tel Aviv

"Children, Media and Democracy"

Presented by Dr. Ibrahim Saleh, Egypt, Centre for Film and Media Studies (CFMS), University of Cape Town, South Africa
Location: Frödingsalen



WS EDUCATION: PROMOTING CREATIVITY

"Young people's net cultures for dummies"

Presented by Elza Dunkels, Umeå University, Sweden and Ann-Britt Enochsson, Karlstad university, Sweden

A workshop about young people's activities on the Internet lead by researchers in collaboration with young people. There will be a mix of lectures, discussions and hands-on activities. Those who have their own laptop with wireless Internet connection can bring it to the session to join us in illustrating and learning about different kinds of communication.

Introduced by Urban Karlsson, City of Karlstad, Sweden.

Location: Nyqvistsalen

"Radijojo: Giving children a voice – worldwide"

Presented by Thomas Röhlinger, Radijojo, Germany

- Case studies: Radijojo's children's radio & online projects on all five continents.
- How to join our global network for kids by kids: Topics: children's rights, environment, culture exchange, peace, education - and pure fun!
- Technics: podcasts, rebroadcasting, coproductions, programme exchange, Internet conferences
- General aspects: - participative kids media as tools of social change - Media as voice of the emerging global civil society - Fight against commercial

exploitation of kids

- Financing non-profit independent kids' media
- Questions and answers

Introduced by Lawrence John Sinniah, SIGNIS, Malaysia.

Location: Rejmersalen

"The Young Internet – a model of seminars, toolboxes and network building."

Presented by Ann-Katrin Agebäck, Swedish Media Council

There is a huge need for information about the young Internet in society. Parents, teachers, social workers and many others want to know more - and to understand the attraction of living in front of the screen is. This workshop will show one model for producing and disseminating knowledge, awareness and tools and how to multiply the model.

Introduced by Joice Soares Tolentino, World Summit Organisation, Sweden.

Location: Geijersalen

"From young to talent"

Presented by Carina Ekman, Henrik Thorson, Jenny Jansdotter, Wilhelm Forsnäsgrård, Daniel Wirtberg. Annika Lindkvist is moderator.

The 19 regional resourcecenters for film and video in Sweden are in the business of developing talent. Film i Värmland is one of them and is presented here with examples of the new young talent, the developing talents and the talents who are already in the business. We discuss in what way a regional institution can be of help for a young talent and how the work has developed during the last 10 years.

Introduced by Ann Lundqvist, Karlstad university, Sweden.

Location: Fryxellsalen

11:30 LUNCH

12:45

Location: Restaurant Solsta Inn and 12-square

11:45 OPEN PRESENTATION FORUM

"Hope and Future with our own Voices"

Presented by Britt-Marie Meyer och Lena Sundberg, Morkarbyhöjden, Sweden

In 2008 were the first steps taken in the creation of an exchange project between the learners at Morkarbyhöjden School in Mora, Sweden and Muizenberg High school in Cape Town, South Africa. The students are all from 14 up till 17 years old. They have got to know each other through communicating on different levels. So far the learners have shared reflections about the movie "Goodbye Bafana" and "The kidz in the hood". The teachers involved in the project have all met in Muizenberg in October 2009 and then they planned together with the learners for the future of the project. At that time the swedes had a workshop in filmmaking with the filmclub at the school. Two short films were made. This September in 2010 they plan to meet in Sweden and this time some learners will follow. Listen to the students own voices and share their thoughts by watching their short films and their reflections up on life.

Location: Frödingsalen

"Science Fiction Fandom"

Presented by Irma Hirsjärvi, Jyväskylä University, Finland

We can see a reading child as a lonely user of literature. But looking closer we can find the same child publishing her own web magazine/blog/homepage and be an active participant of an international network among others. These children may overrun copyright laws and practices of multinational companies with their productivity. They are able to create new networks and places to meet other reading kids. They are fans – or fen as some of them call themselves. Networks of fen, fandoms help children learn experienced skills, support creativity and self expression. Fandoms create utopian constructions, sometimes openly political ones. They are participatory cultures of and in new media and they change the world.

Location: Sjöströmsalen

TUESDAY
JUNE 15

"Twins and media consumptions. A qualitative analysis of Hannah Montana forum."

Presented by Gevisa La Rocca, University of Palermo, Italy

Although early childhood as a marketing concept is just around the 90's that children 91 If consumption. The goal of the pres a research among teens aiming the ways in which you can create a market's phenomenon for these children via a case-study: Hannah Montana and particularly its official Italian Internet forum.

Location: Nyqvistsalen

CANCELLED

12:45 MEDIA INDUSTRY FUTURE OUTLOOKS

13:30 "Social media industry – Consumer Driven Change"

Presented by Stina Honkamaa, Google Sweden

Consumers today are behaving very differently than before Internet existed. Younger generations have grown up with the Internet and they spend a large proportion of their life on the net. They socialise differently, build loyalty differently and have different purchase decision patterns than previous generation. This is driving the fundamental changes we see in media and marketing today.

Introduced by Anna Home, WSFB member, UK.

Location: Aula Magna

"Newspaper Industry"

Presented by Aralynn McMane, World Association of Newspapers and News Publishers – WAN-IFRA, France

We will explore how newspapers and educators can work together to assure a better understanding of media and better creation of youth media in ways that also enhance the education process and help prepare children for the future. We will also have some fun, and participants will leave with some ideas they can implement right after they get home. For more than 20 years, WAN-IFRA and newspapers all over the world have partnered with educators and schools to help children and parents better understand the workings of media and analyze media messages. These strategies have ranged from the simple use of the newspaper in class and basic journalism workshops for children to creation of high-tech experiential centers and multi-media explorations. The session will examine how those strategies are changing and adapting to embrace the future.

Introduced by Rose Pacatte, SIGNIS, USA.

Location: Lagerlöfsalen

"Me the media"

Presented by Menno van Doorn, VINT Research Institute, the Netherlands

Today every person is media: Me the Media. Using Twitter, YouTube or any other piece of social media you are able to reach out and let yourself heard. The ones that grew up with these technologies are looking at the world through different eyes. The way they learn, work, think and act is changing every organization. This digital native revolution is creating a powershift. In politics we've seen the convincing proof of this. With the election of president Obama, the true power of social media and collaboration of a new generation became clear. Obama collected hundreds of millions of small donations from US citizens and became the first "crowd funded" president of the United States. In business, universities and in other organizations we now see new practices of the use of me media. Those who understand the essence of the new paradigm are winning, those who apply the old way of working are losing.

Introduced by Brad Strong, Karlstad university, Sweden.

Location: Geijersalen

"The American Center for Children and Media: Building an Information Hub"

Presented by David Kleeman, American Center for Children and Media, USA

The ACCM is learning how to tap the power of social media for discussion and analysis of research, policy, business and creative developments in children's media. Industry, education, research and child development experts are invited to share experiences with community building, and look for opportunities to collaborate.

to collaborate.

Introduced by Miomir Rajcevic, Media Education Centre, Serbia

Location: Frödingsalen

12:45

13:30



WS EDUCATION: PROMOTING CREATIVITY

"Girlhood and the Disney Exotic Princess"

Presented by Charu Uppal, Karlstad university, Sweden/India

This presentation will examine what girls in Western and Non-western settings learn about girlhood from princesses Jasmine, Pocahontas and Mulan. The researchers draw data from interviews with children in India, children of Indian decent in the United States, and children of Indian and Fijian descent in Fiji, children in China and children of Chinese descent in the United States, as well as children of Native American descent and children of European decent in the United States. The study inquires whether children from different racial, ethnic and cultural backgrounds view Western representations of Non-western girls similarly or differently. The study brings a significant contribution to understanding how diverse children formulate, interpret and perform gendered identities by emulating media materials situated at the intersection of the local and the global.

Introduced by Dan Åkerlund, Karlstad university, Sweden

Location: Fryxellsalen

"Creativity and critical thinking skills in education"

Presented by Gianna Cappello, MED-Italian Association for Media Education/University of Palermo, Italy

This seminar aims at reflecting on the fact that media educators need:

- to find a balance between critical analysis and practical media production activities;
- to question the traditional dichotomy (typical of cognitive psychology) between the cognitive processes activated by critical analysis (for example, textual analysis) and the affective/physical processes originated by practical activity (such as video production), with a clear preference for the former over the latter;
- to recognize that in order for critical analysis to be pedagogically relevant to students, it must be situated within their lived experience: if it is to be meaningful for students, it needs to be applied to real texts in real contexts, and explored in practical ways;
- to recognize that critical analysis and practical media production activities should no longer be separate.

Introduced by Paola Sartoretto, Karlstad university, Sweden

Location: Nyqvistsalen

"Constructing Wiki Pages in educational context"

Presented by Pierpaolo de Luca, MED-Italian Association for Media Education, Italy

1. the laboratory is focused on how the simplest online database (wiki) can be used at school or in an educational context, in a fast and simple way.
2. we will describe how to create a wiki (i.e. a structure of wiki pages) analysing all the phases of the workflow
3. with the help of all participants, a subject will be developed by means of a free platform that allows anybody to share knowledge in very few and simple steps
4. the attendants will create their own wiki pages and develop the capacity to replicate this experience in their own professional environment.

Introduced by Mia Marklund, City of Karlstad, Sweden

Location: Sjöströmsalen

"Children doing Media for Peace"

Presented by Lawrence John Sinniah, SIGNIS, World Catholic Association for Communication, Malaysia.

Moderated by Ricardo Yanez, SIGNIS, Belgium.

To showcase different experiences of children doing media that are going around the world and that are building a culture of peace to encourage others to express through media.

Introduced by Patricia Castaño, Citurna productions, Colombia

Location: Rejmersalen

TUESDAY
JUNE 15

12:45 FACING THE CHALLENGES

14:15 "Invisible marketing towards children"

Seminar presented by Cecilia Norlander and Niklas Eklöf, The Swedish Consumer Agency, Sweden

The objective of the session is to give a summary of the national and international work of The Swedish Consumer Agency. Thereafter we will discuss the various problems with SMS and data, youth and children's relation to Internet advertising as well as possible tendencies in the near future with regard to new technology

Introduced by Lars Wendel, City of Karlstad, Sweden

Location: Erlandersalen

13:30 YOUTH MOVING YOUTH POLICIES FORWARD

16:00 "Global Youth Council - Rights, participation and education"

Moderated by Susana Giner, Ideas Foundation, UK and Linda Raftree, Plan International, USA.

Session one. Identifying and discussing the top five biggest issues affecting children and youth all over the world within the media.

Introduced by Lamia Tagrit, World Summit Organisation, Morocco

Location: Ägget/Ljungbergsalen

13:30 KEYNOTE SPEECH I AND II

14:45 I: "Linking Media Education with Health Education"

Presented by Alberto Pellai, Department of Public Health at Università degli Studi di Milano, Italy

See previous description at 09:00

Introduced by Ellen Wartella, WSFB member, USA.

Location: Aula Magna

II: "So Sexy So Soon: The New Sexualized Childhood"

Presented by Julie Gale, Kids Free 2B Kids, Australia and Jean Kilbourne, Wellesley Centers for Women, USA

See previous description at 09:00

Introduced by Ellen Wartella, WSFB member, USA.

Location: Aula Magna

14:00 MEDIA INDUSTRY FUTURE OUTLOOKS

14:45 "Newspaper Industry"

Presented by Aralynn McMane, World Association of News-papers and News Publishers – WAN-IFRA, France.

See previous description at 12:45

Introduced by Dan Åkerlund, Karlstad university, Sweden

Location: Lagerlöfsalen

"Me the media"

Presented by Menno van Doorn, Sogeti, the Netherlands

See previous description at 12:45

Seminar. Introduced by Agatha Ferrei, SIGNIS, the Fiji Islands

Location: Geijersalen

"The American Center for Children and Media: Building an Information Hub"

Presented by David Kleeman, American Center for Children and Media, USA

See previous description at 12:45

Introduced by Gianna Cappello, MED-Italian Association for Media Education, Italy

Location: Frödingsalen



WS EDUCATION: PROMOTING CREATIVITY

"Girlhood and the Disney Exotic Princess"

Seminar presented by Charu Uppal, Karlstad university, Sweden

See previous description at 12:45

Introduced by Delia Hernandez, SIGNIS, the Philippines

Location: Lagerlöfsalen

14:45 WORLD CAFÉ

Lars-Emil and Arvid entertain with accordion and violin in Café Selma

Location: Aula Magna, The Library and Café Selma

15:15 INTERNATIONAL PANELS X 2

16:00 *International delegates to follow up and discuss issues related to opening ceremony presentations and keynote speeches.*

"International Policies. Why should government develop, support and implement Media literacy Programmes and initiatives in their countries?"

Moderator: Per Lundgren, Director WS2010 and WSFB member

Panellists: Jordi Torrent, UN Alliance of Civilizations, USA. Alton Grizzle, UNESCO Headquarters, Paris, France. Joseph Huber, Council of Europe, France. Kjersti Sjaatil, European Commission, Belgium. Maja Rakovic, Council of Europe, Serbia.

Secretary: Karen Cirillo, UNICEF, USA

Location: Lagerlöfsalen

"National Media Literacy Organisation. What are the national social outcomes of Media Literacy and how to organise for this?"

Moderator: Renee Hobbs, Temple University Media Education Lab, USA

Panellists: Sherri Hope Culver, NAMLE, USA. Gianna Cappello, MED-Italian Association for Media Literacy, Italy. Aralynn McMane, World Association of News-papers and News Publishers – WAN-IFRA, France. Dora Akunyili, Africa Committee, Nigeria.

Secretary: Regina de Assis, WSFB Member, Brazil

Location: Aula Magna

FACING THE CHALLENGES!

"Media in the adolescent world in multicultural society in Israel"

Presented by Mira Feuerstein, Oranim Academic Educational College, Israel

This meta-analysis study, directs attention to teenagers in the contemporary multi-cultural society in Israel, in order to evaluate the contextualization of the uses they make of television and stars, and of Instant messaging. The study employed a qualitative meta-analysis of seven studies conducted by media students to trace adolescents' viewpoint from different sectors: secular, religious, Arab, immigrants from Ethiopia and the former Soviet Union. An inclusive inductive analysis was made to present themes in youth culture in the current media environment. Findings indicate the centrality of the media in identity formation, and in arousing inter-generational conflicts about traditional values: in sex, love and peer-to-peer sociality. Identification with celebrities is dictated by visibility, publicity and materialism which gives pause regarding the worldview of digital teens in Israeli society.

Introduced by Karin Fast, Karlstad university, Sweden

Location: Rejmersalen



**WORLD SUMMIT
EXHIBITION AREA AND
POSTER SESSION AREA**
Open every day



the children to be more open minded. To struggle against poverty is not only a question about enough food to eat it's also a question about how to use new tools in the name of democracy.

Introduced by Jakob Svensson, Karlstad university, Sweden
Location: Fryxellsalen

"Nordic Media Literacy Book presentation"

Organised by Nordicom
Location: The Library

16:00 – 16:45



WS EDUCATION: PROMOTING CREATIVITY

"Promoting online safety across Europe and beyond"

Presented by Janice Richardson, Insafe, European Schoolnet, Belgium

Insafe is a network of national Internet safety awareness centres in 27 countries across Europe. Since it was set up by the EC in the framework of the Safer Internet Programme in 2004, Insafe has carved a major place for itself with actions such as Safer Internet Day, now celebrated in almost 60 countries worldwide. It aims at listening to the voice of young people and working alongside parents and educators to ensure that online technology contributes positively to building an information and knowledge society for all.

Introduced by Joice Soares Tolentino, World Summit Organisation, Sweden
Location: Sjöströmsalen

"Light cinema in Napoli: Kids writing and making movies"

Presented by Antonella di Nocera, Arci Movie, Italy

The "Light cinema workshops" in the Eastern outskirts of Napoli, Ponticelli, represent a unique experience in film production involving children and young people. Since 1995 Arci Movie and the associated company Parallelo 41 have organized and produced various short films and documentaries oriented to give chances of expression to kids, some times coming from difficult social background. The results have been very important in the years and recently the productions made are example of good cinema and at the same time of educational process. In the session di Nocera will introduce some of the most recent productions, telling the stories of protagonists and the process to construct the film. Light cinema is light: small equipment, no budget, restricted troupe. We will explore how important can be direct use of filmmaking in children's lives

Introduced by Karin Forsling, Karlstad university, Sweden
Location: 12B 150

"Peace Revolution: An Online Media for Peace Education"

Presented by Ping Ping Worakate, Peace Revolution, Thailand

Technological advances allow young people to use their creativity to easily produce media that are widely accessible across the globe. This results in gradual changes in the ways of thinking and lifestyles of the young generation in all nations. This issue raises concerns about bad habits that are possibly established due to the lack of moral conscience of the young media producers. Peace Revolution is an online social media that aims for the (Inner) Peace Education of young people regardless of nationality and belief to revolutionize their ethical conduct using meditation. The platform provides an innovative combination of multimedia technology for Inner Peace guidance using various media such as meditation MP3s, live meditation broadcasting, and online Q&A sessions. As a result, young participants generate inspiring media of their "Peace Out" activities based on their "Peace In" experience.

Introduced by Ann Lundqvist, Karlstad university, Sweden
Location: Nyqvistsalen

15:15 – 16:00

"Sesame Workshop: Building Healthy Habits for Life"

Presented by Patti Miller, Sesame Workshop, USA

A movement called Sesame Street that started in the 1960's has grown to reach children in over 140 countries– using the magnetic appeal of television to improve their lives. Forty years later, Sesame Street stands out as the most thoroughly developed and researched preschool program. Health content has always featured prominently in Sesame Street. Many co-productions include general health messages (such as hand washing, getting enough physical activity and eating healthy foods) as part of the program's curriculum. Other projects have more targeted messages about specific diseases such as malaria or HIV/AIDS. This session will provide an overview of the many ways in which Sesame Workshop is working to improve children's health and health knowledge around the world.

Introduced by Johan Lindell, Karlstad university, Sweden
Location: Nyqvistsalen

"Freedom of speech. Children and the news. Questions of (re)presentations and appropriations"

Presented by Cristina Ponte, New University of Lisbon, Portugal

This session will discuss children's communicative rights in the context of news production, contents and children's reception and production. Firstly, based on empirical research, it discusses the dominant representations of children in the mainstream news media, including their perceptions by children and young people. Secondly, it explores children's production in scholar newspapers as part of an ongoing literacy project. Both perspectives are framed by the children's communicative rights and their identity as active citizens recognised in the UN Convention on the Rights of the Child.

Introduced by Charu Uppal, Karlstad university, Sweden
Location: Sjöströmsalen

"How to get your children to watch and be interested in the news"

Presented by William Bird, Media Monitoring Africa, South Africa

This session will start with an overview of MMA's work on showing how children monitor the media and in so doing develop their critical media literacy skills. It will then demonstrate how this impacts on children's engagement with key issues and the news in general. Participants will then be shown a 'do-it-yourself' child focused system to carry out with children called DRIVE. Playing the DRIVE game will build communication, encourage critical viewing of news and highlight children's role or absence thereof in the news.

Introduced by Ulf Buskvist, Karlstad university, Sweden
Location: Geijersalen

16:00 – 16:45

FACING THE CHALLENGES!

"The Influence of Exposure to Pornographic Message among the Youth in Addis Ababa, Ethiopia"

Presented by Amanuel Teferi Mamo, Plan International Ethiopia, Ethiopia

The presentation is about the study findings of the influence of exposure to pornography among the youth in Addis Ababa, Ethiopia. How the youth respond to sexually explicit media, how they identify themselves, perceive and interpret pornography in their daily life activities shall be discussed. Through the in-depth individual interviews and focus group discussions made, some respondents have said, they have rushed into unsafe sexual practices, and have low values for women after exposure to pornography while others say it helped their peer groups to break the silence about sex. The presentation discusses more about this and other findings thoroughly.

Introduced by Joachim Gustafsson, Länsstyrelsen Värmland, Sweden
Location: Rejmersalen

"Film as an educational tool in primary schools in Vietnam"

Presented by Bitte Eskilsson and Eva Westergren, Swedish Film Institute, Sweden

Film as an educational tool in primary schools in Vietnam. During four years The Swedish Film Institute has collaborated with primary schools in Vietnam and introduced film as an educational tool with screenings of features, shorts and documentaries, discussions and also film making. A large number of short films have been produced by the children and their teachers. To use film has been a new way of teaching and has opened the possibilities for

TUESDAY
JUNE 15

16:00 – 17:30 DIGITAL TOURIST

Workshop co-managed with the Ministry of Culture of and the Swedish Media Council. Moderated by Farid Mäde, Swedish Media Council

Introduced by Martina Wagner, Ministry of Culture, Sweden.

Location: Pedagogisk verkstad, House 21

16:00 – 18:00 RESEARCH FORUM: MEDIA LITERACY AND EDUCATION

Introduction by Professor Cecilia von Feilitzen, Scientific Coordinator, The International Clearinghouse on Children, Youth and Media, Nordicom, University of Gothenburg, Sweden



Moderator

Dr. Jordi Torrent, Media Literacy Education, UN - Alliance of Civilizations, New York, USA

Panellists

"Views on the News: Elementary School Media Literacy from Analysis to Advocacy"

Professor Renee Hobbs, Media Education Lab, Department of Broadcasting, Telecommunications and Mass Media, Temple University, School of Communications and Theater, USA

"A Study of the Impact of Media Education on Students' Media Analysis Skills and Media Use Habit"

Dr. C.K. Cheung, Hong Kong University, Hong Kong/China

"Media Literacy Assessment and Children. It will be possible to measure media competencies?"

Mireia Pi, Facultad de Ciencias de la Comunicación, Universitat Autònoma de Barcelona, Spain

"Children and Youth in Film and Television – and Film and Television by Children and Youth in Contemporary Brazil"

Dr. Moira Toledo, Chair of the Department of Cinema, Radio and Television, School of Arts and Communications, University of São Paulo, Brazil

"Children and the New Media Literacy: An Egyptian Case Study"

Professor Samy Tayie, Faculty of Mass Communication, Cairo University, Egypt

Location: Frödingsalen



16:00 – 18:00 YOUTH PRODUCING MEDIA

World Summit Daily News

Youth editorial board to produce Summit documentation.

Youth workshops, open to all

I: Mobile video workshop.

Presented by Stefan Barkman and Henrik Thorson, Film i Värmland, Sweden

In Värmland, Sweden, a solution for film-projects in schools is called Mobile Videofactory and has a set of equipment suitable for short visits by film-makers to schools in the region. The goal is to teach how to use the moving images in education. It is both ment to be a way to learn storytelling with moving images but also as a tool in the overall education. The primary target is teachers but often projects designed directly for the students are launched. Film i Värmland shows you the technical solutions for the Mobile Videofactory and it is possible to try out the equipment in your own storytelling...

Location: 1D 327

II: Easy animation for all.

Presented by Clifford Cohen, ANIMATION, INC., USA

Location: 1D 328

III: Workshop CinekidStudio.

Presented by Ilma van de Beek and Vanessa Pattipellohy, Cinekid, the Netherlands

CinekidStudio is a free online production and communication platform, with tools, with which young children can design, create and publish a broad range of media productions such as small games, animations, cartoons, video and music. CinekidStudio is a play-educational technology in which children are allowed to learn by doing through making their own media productions.

Location: 1E424

IV: Make your own TV program in a professional TV studio at Karlstad Media Education Center.

Presented by Ola Lindholm, Karlstad Media Education Centre, Sweden

We will produce a small news/cultural program where the participants can form their own program. You will have the possibility to try to be behind the camera, in the control room or in front of the camera reading the news.

Location: 1E425



16:45 FACING THE CHALLENGES!

17:30

"Social Network Websites and Young People's Developing Identities"

Presented by Nayia Roussou and Tao Papaioannou, University of Nicosia, Cyprus

The presentation will explain how the research project tried to investigate how young people are possibly affected in the continuing formation of their socio-cultural identity by their use of social network websites such as Facebook and My Space. An analysis of the characteristics of these two social networks will be presented with a focus in the following areas:

- Creating virtual relationships versus actual offline relationships
- Cyber consumership versus offline consumership
- Pursuit of professional goals online versus in real life
- Awareness and possible participation in significant events (international or national) online versus offline. The presentation will also include an introduction to the research agenda used for the interviews and focus group discussions, which will be analyzed, together with a discussion of the results by Dr. Nayia Roussou, in Part 2.

*Introduced by Adrian Mills, WSFB member, UK
Location: Fryxellsalen*

"The Handkerchief Project"

Presented by Lawrence John Sinniah, SIGNIS, Malaysia

Using creative methods to empower children and their community on learn and put to action Children basic rights especially Media Rights in their local community. SIGNIS launched a global Handkerchief project with the theme Children's Rights, Tomorrows Promise in 2009. By Networking with its partners around the globe children participated in painting their hands with various colors and printing on Handkerchief of various shape and sizes. Children/Parents/Teachers/Community organizers were given a background on childrens media rights, using the UN/local documents on the rights of children.

*Introduced by Karin Fast, Karlstad university, Sweden
Location: Lagerlöfsalen/Transformum*

WS EDUCATION: PROMOTING CREATIVITY

"Media compass – a way to navigate young media consumers of today"

Presented by Lena Victorin, Director of Media Compass, Swedish Media Association, Sweden

What would happen if media didn't exist? Would society become better, worse, or the same as it is today? With sharp questions Media Compass tries to get young people engaged in media's role in a democracy. This seminar is about how to get young people to read as much news as possible, with good knowledge about how media works. Media compass is an initiative from the Swedish Media Association that strives to help young people become competent news consumers, and help media companies know more about generation differences and young people's special needs. In order to ensure that even the next generation reads and understands news and takes an active role in the public debate, companies and organizations must understand how young people consume media today.

*Introduced by Lena Angred, City of Karlstad, Sweden
Location: Rejmersalen*

"Kids for Kids Festival"

Presented by Firdoze Bulbulia and Helen Ward, Cifej, South Africa

Kids For Kids Festival will be co-presented in a time period of 15-20 minutes by Firdoze Bulbulia and Helen Ward. Firdoze, as President of CIFEJ, will emphasize the relationship of CIFEJ with the international network of KFKF. Helen Ward, coordinator of the international KFKF network, will present analytically the operation of the network of KFKF. During the presentation extracts will be shown from the acclaimed films of KFKF in the previous years.

*Introduced by Mimir Rajcevic, Media Education Centre, Serbia
Location: Ägget/Ljungbergsalen*

"Media relations"

Presented by Per-Olof Olsson, Mediegruppen, Sweden

The characteristics of news. Why do some things become great news and others pass without anybody caring? In this seminar you will learn the ten most important characteristics of news. You will also learn the Journalistic Method, how to say the most important stuff first! You will also get inside information on how the editorial desk works and what gets the journalists going.

*Introduced by Arvid Dahlgren, Karlstad university, Sweden
Location: Sjöströmsalen*

"Introducing media education in practice including the youth workshop reflections (make your own TV-programme)"

Presented by Dan Nilsson and Robert Kallström, Karlstad Media Education Centre, Sweden

*Introduced by Ulf Buskvist, Karlstad university, Sweden
Location: Erlandersalen*

"Child Sexual Abuse"

Presented by Meenakshi Vinay Rai, Chinh Early Education Web Channel, India

Experiments of addressing the sexuality issues through Media Literacy in conservative cultures.

*Introduced by Charu Uppal, Karlstad university, Sweden
Location: Geijersalen*



WORLD CULTURE FESTIVITIES

Dance performance; "59° North", dancers from the Royal Swedish Ballet
Tickets and location:
Scalateatern 20.00



WEDNESDAY JUNE 16

08:45 WELCOME!

09:00 "On how to throw a Cow and make it Fly"

Dance performance by Cie Kolo/Oettli

The piece freely tackles concepts such as human interaction, metamorphosis, absurdity, and on a broader scale, the concept of dreaming – indeed the genesis of the piece lies in a dream. It is composed of a pair of dancers two animated video projections and music by J.S. Bach. The general feelings in the piece are contradictory; laughter collides with unease, peacefulness mixes with tension, and a flowering sense of the sublime might be struck by casual, down to earth attitudes.

choreographer: Mirela Kolo, animation films: Lucas Oettli

dancers: Mirela Kolo and Louis-Clément Da Costa

Location: Aula Magna

09:00 KEYNOTE SPEECH III AND IV

10:15 MEDIA EDUCATION



III: "Children, Ethics and the News: A practical approach to resolving ethical dilemmas involving children"

Presented by William Bird, Media Monitoring Africa, South Africa

This session will start off by outlining some of the work MMA has undertaken in developing ethical guidelines with children and journalists for media. It will then move on to show some of the common portrayals of children and the news. Using practical cases the session will then demonstrate how adopting a rights based approach can help resolve even the most challenging of ethical dilemmas. The aim of the session is to demonstrate not only the complexity of the dilemmas but also through discussion show how they can be resolved

Introduced by Patricia Castaño, WSFB member, Colombia

Location: Aula Magna

IV: "Growing up in a digital world"

Presented by David Buckingham, Centre for the Study of Children, Youth and Media - Institute of Education, University of London, UK

Children today are growing up in a digital world. Some commentators see them as "digital natives", empowered by the wonders of technology; while others argue that new media make them increasingly vulnerable to commercial and sexual exploitation. This presentation will challenge some of the romantic (and indeed sentimental) ways in which children are often viewed in these debates, drawing on a range of empirical research. I will argue that we need to recognise the diversity - and the inequalities that characterise contemporary childhoods; that we need to acknowledge the constraints and limitations, as well as the freedoms and opportunities, offered by digital media; and that we need to identify and teach the critical skills and knowledge that children (and adults) need in order to survive and thrive in the new digital world.

Introduced by Patricia Edgar, Chair WSFB, Australia

Location: Aula Magna

09:00

10:15

"UN Alliance of Civilizations – Presentation of: Media Literacy Education Online Clearinghouse, Media Education Policies book and Plural Plus Programme"

presented by Jordi Torrent, UN Alliance of Civilizations, USA

Introduced by Ellen Wartella, WSFB member, USA

Location: Lagerlöfsalen

"Social Media For All"

This engaging and fast-paced masterclass for youth practitioners and media professionals will be led by DK, MediaSnackers Founder, WALES/UK

Focusing on practical communication methods and the connective power of social media. It will be highly illustrative with explorations of many under-used online platforms and tools you can use today/tomorrow/in the future.

Introduced by KG Lidström, Sweden

Location: Nyqvistsalen

"Learning through moving images"

Presented by Kjerstin Persdotter, Elisabeth Olsson, Carita Johansson, Evelyn Frankel, Film i Värmland, Sweden

Moderator: Annika Lindkvist

How can institutions cooperate with the local community in order to expand the use of film and media in education? At a regional level Film i Värmland, the regional resourcecenter for film and video develops the overall strategy for projects with film in the region. One example is the filmhappening "The Climate-Reel" where young students make films around climate and environment and also participate in a fun and rewarding contest. The second level – the local community – is represented by Sunne municipality of Värmland where the "AgendaM" modell for education och media has been adapted since many years. The third example is from the schoollevel in Värmland. In Vålberg the local school is today a so called partner-school of the Swedish Film Institute. The students have worked for one year and a half with film in different ways and the results of the project are meant to inspire other schools in Sweden through a thorough documentation. Teachers and students from the school will tell you about the film-oriented experiences in Vålberg.

Introduced by Marie Johansson, City of Karlstad. Sweden

Location: Fryxellsalen

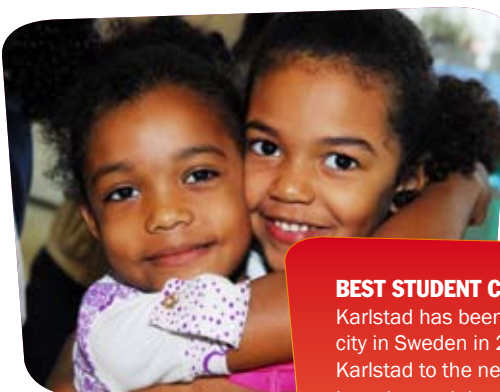
"Radijojo: Giving children a voice – worldwide"

Presented by Thomas Röhlinger, Radijojo, Germany

- Case studies: Radijojo's children's radio & online projects on all five continents.
- How to join our global network for kids by kids: Topics: children's rights, environment, culture exchange, peace, education - and pure fun! Techniques: podcasts, rebroadcasting, coproductions, programme exchange, Internet conferences
- General aspects: - participative kids media as tools of social change - Media as voice of the emerging global civil society - Fight against commercial exploitation of kids
- Financing non-profit independent kids' media
- Questions and answers

Introduced by Delia Hernandez, SIGNIS, Philippines

Location: Rejmersalen



BEST STUDENT CITY

Karlstad has been awarded the best student city in Sweden in 2009. Handover from Karlstad to the next student city of 2010. Location and time: 14:45 Aula Magna



WS EDUCATION: PROMOTING CREATIVITY

"Videogaming"

Presented by Massimiliano Andreoletti and Anna Ragosta, MED-Italian Association for Media Education, Catholic University Milan, Italy

Reflect on videogames' educational and learning potential, show educational and learning possible curriculum "with" and "on" video games provide some operational tools to use video games in educational and learning activities During the activity the videogamer-actor (the one who is playing) and the videogamer-spectator (the one who is watching) reflect on several dimensions involved in videogaming. With the aid of some teaching materials drawn from a Media Education curriculum developed in Italy, the conductors help videogamer-actors reflect on their own decision-making process while, at the same time, videogamer-spectators can detect the game style, the communicative ways and the rules. They can also recognize the hidden models and the grammar that manage the media and media language.

Introduced by Gianna Cappello, MED-Italian Association for Media Education, Italy

Location: Frödingsalen

ABUNDANCE

International Dance Festival June 15-17.

Read more: www.dansivarmland.se

10:15 WORLD CAFÉ

10:45

Entertainment by the sax quartet Blowing phones in Café Selma
Location: Aula Magna, The Library and Café Selma

10:45 INTERNATIONAL PANELS × 2

11:30

International delegates to follow up and discuss issues related to opening ceremony presentations and keynote speeches.

"Human Rights and Intercultural dialogue. How Media Literacy increases awareness of differences and develops respect for the others."

Moderator: Divina Frau-Meigs, University Sorbonne Nouvelle, France

Panellists: Reijo Kupiainen, University of Tampere, Finland. Ricardo Yanez, SIGNIS, World Catholic Association for Communication, Belgium. Patrick Verniers, Conseil Supérieur de l'éducation aux médias, Belgium. Karen Cirillo, UNICEF, USA. Maja Rakovic, Council of Europe, Serbia.

Secretary: Kjersti Sjaatil, European Commission, Belgium.

Location: Aula Magna

INTERNATIONAL PANELS × 2

"Implementation and evaluation of Media Literacy in the classroom"

Moderator: Regina de Assis, WSFB member, Brazil

Panellists: Samy Tayie, Cairo University, Egypt. Michael Dezuanni, Queensland University of Technology, Australia. Marierose Atos-Yuzon, SIGNIS, the Philippines. C.K. Cheung, Hong Kong University, China

Secretary: Sherri Hope Culver, NAMLE, USA

Location: Lagerlöfsalen

FACING THE CHALLENGES!

"Ethics and values as national cultures crash into global children's media"

Presented by Monica Vikström-Jokela, YLE, Finland

Basing my presentation on cases where conflicts have arisen when a media product born within a certain national culture has been presented to an international audience, or where an international concept has failed to gain understanding within a certain culture, I want to highlight questions that producers of children's culture should debate. Which values and ethics should I re-inforce in my productions; which should I challenge or battle? What do children stand to lose when confronted with an alien set of values? Or do they only stand to gain?

Seminar. Introduced by Jakob Svensson, Karlstad university, Sweden

Location: Frödingsalen

"Creativity, Knowledge Society and Technologies"

Presented by Miomir Rajcevic, Media Education Centre, Serbia

Our projects will help to youngsters to use old tools for creativity and new digital technologies like perfect combination for communication, cultural exchange, interactive participation in Media Space and international creation and production of intercultural, educational, didactic means with media (animation, film, documentaries, TV reports, Internet radio?), art and ICT basic elements!

Introduced by Lasse Högberg, Karlstad university, Sweden

Location: Geijersalen

"Move my Image – Exchange project South Africa–Norway"

Presented by Elisabeth Aalmo, Norwegian Film Institute, Norway

Move My Image is an exchange project between South-Africa and Norway related to the investigation and stimulation of the art of filmmaking among young people in the two countries.

By using moving images to communicate with others, you will get a better understanding of society, of people from other cultures and of yourself; your own images of the world will be moved.

Introduced by Dan Åkerlund, Karlstad university, Sweden

Location: Rejmersalen

WORLD SUMMIT EXHIBITION AREA AND POSTER SESSION AREA

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"Bridging Culture and Religion through Media Literacy"

Presented by Rose Pacatte, SIGNIS, USA

This presentation will demonstrate at least three ways that media literacy education can form a bridge to bring religion, personal faith and culture into dialogue or conversation for social change for children and youth. The learning outcomes are:

- To propose new possibilities for media stories and religious education
- To become acquainted with a positive, easy-to-learn critical strategy for engaging with media stories
- To consider that the dialogic pedagogy of media literacy can create communities of peace

Introduced by Marie Johansson, City of Karlstad, Sweden

Location: Nyqvistsalen

11:30

LUNCH

12:45

Location: Restaurant Solsta Inn and Square-12

11:45

OPEN PRESENTATION FORUM

12:15

"OnAir. A European project on Media education"

Presented by Ida Cortoni, University of Rome, Italy

OnAir is a EU-funded research project on media education that involves six European countries: Italy, Romania, Poland, Lithuania, Belgium, Bulgaria. The research involves secondary schools in a common effort to make media a tool for the development of students literacy skills and for the building of their critical approach to the understanding of reality. The project intends to train teachers in order to be able to exploit the attractive potential that media have on young generations and raise their attention and motivation to discover the importance of media literacy skills and critical media awareness.

Location: Frödingsalen

"Teaching and learning in the network society"

Presented by Alberto Parola & Roberto Trinchero, University of Torino, Italy

The expression "Network society" indicates the current socio-cultural configuration characterized by the predominance of new media technologies, networks and languages. Within this context, children are asked to build their own life projects through the activation of new identification processes (both at the social and personal level) constantly moving from two universes which quite often converge (albeit at times in a negative way): the lived experience in "real" life and the virtual experience on the web.

Location: Nyqvistsalen

"The local perspective in children's media: the case of Argentina"

Presented by Carolina Masci, Argentina

The presentation will discuss the challenges behind making children's television and digital projects from a local perspective. How to create content that speaks to Argentinean children in their own voice, in a media landscape dominated by global representations? The presentation will introduce "Pakapaka", Argentina's first public children's TV channel, and "Live together", a multimedia project for giving children's voices a meaningful space in the media.

Location: Sjöströmsalen



WEDNESDAY JUNE 16

12:45 FACING THE CHALLENGES!

13:30 "Attaching media education to human rights by socializing young people to ethics online : e-competences and e-strategies"

Presented by Divina Frau-Meigs, University of Sorbonne, France

This communication will consider the means of constructing a culture of trust and reciprocity conducive to citizen involvement around two major points:

- The place of human right "values" in the perspective of media education
 - The right "scale of interaction" for the socialization of young people online
- Turning civic apathy into civic agency implies to focus on youth as media consumers but also as producers and creators of the network cultures online. Civic engagement is positively correlated with media literacy and the reality of this hyper-connected generation needs to be fully integrated when dealing with media education. The growing presence of virtual worlds as locations and means for communication also needs to be taken into account when defining e-skills and e-competences. Based on research in youth ethical practices online, this communication will analyse the process of socialization today and will propose a framework for what competences are needed to empower young people and the democracies in which they evolve.

Introduced by Anna Home, WSFB member, UK

Location: Lagerlöfsalen

"Media Education around the World. Ideas, Practices and Perspectives"

Presented by Lawrence John Sinniah, SIGNIS, World Catholic Association for Communication, Malaysia

To showcase different Media Education activities that are going around the world to stimulate and encourage others to start Media Education projects in their communities and institutions.

Introduced by Charu Uppal, Karlstad university, Sweden

Location: Frödingsalen

"Media and Information Literacy – the new international curriculum"

Presented by Alton Grizzle, UNESCO headquarters Paris, France

The preparation of the Model Curriculum on Media and Information Literacy (MIL) for Teachers is one of the key actions of UNESCO's strategy to promote media and information literate societies and foster the development of free, independent and pluralistic media and universal access to information and knowledge. By bringing together the fields of "media" and "information" literacy, the MIL curriculum presents a holistic approach to literacy that is necessary for life and work today. This curriculum recognizes the need for an expanded definition of literacy, one that includes print, screen-based and electronic media and information sources. Further, MIL also recognizes the roles of libraries, archives and museums as sources of media and information.

Introduced by David Kleeman, American Center for Children and Media, USA

Location: Geijersalen

ANDER FOUNDATION JOURNALISM SEMINAR

Wednesday June 16

09:00-16:00

Location: Andersalen

13:30 YOUTH MOVING YOUTH POLICIES FORWARD

16:00 Global Youth Council

Rights, participation and education. Moderated by Susana Giner, Ideas Foundation, UK and Linda Raftree, Plan International, USA. Session 2: Develop the campaign. The young people team up in mixed country groups to work on building a campaign for the recommendations.

Introduced by Joice Soares Tolentino, World Summit Organisation, Sweden

Location: Ägget/Ljungbergssalen

13:30 KEYNOTE SPEECH III AND IV 14:45 MEDIA EDUCATION

III: "Children, Ethics and the News: A practical approach to resolving ethical dilemmas involving children"

Presented by William Bird, Media Monitoring Africa, South Africa

See previous description at 09:00

Introduced by Adrian Mills, WSFB member, UK

Location: Aula Magna

IV: "Growing up in a digital world"

Presented by David Buckingham, Centre for the Study of Children, Youth and Media - Institute of Education, University of London, UK

See previous description at 09:00

Introduced by Adrian Mills, WSFB member, UK

Location: Aula Magna



WS EDUCATION: PROMOTING CREATIVITY

"Videogaming"

Presented by Massimiliano Adreoletti and Anna Ragosta, MED-Italian Association for Media Education, Catholic University Milan, Italy

See previous description at 09:00

Introduced by Gianna Cappello, MED-Italian Association for Media Education, Italy

Location: Frödingsalen

"UN Alliance of Civilizations – Media Literacy Education Online Clearinghouse"

Presented by Jordi Torrent, UN Alliance of Civilizations, USA

No presentation given

Introduced by KG Lidström, Sweden

Location: Lagerlöfsalen

"Social Media For All"

This engaging and fast-paced masterclass will be led by DK, MediaSnackers Founder, Wales/UK and is for youth practitioners and media professionals.

See previous description at 09:00

Introduced by Isabel Gatti, SIGNIS, Argentina

Location: Nyqvistsalen

"Learning through moving images"

Presented by Kjerstin Persdotter and others, Film i Värmland, Sweden

See previous description at 09:00

Introduced by Solveig Nilsson Lindberg, Karlstad university, Sweden.

Location: Fryxellsalen

"Radijojo: Giving children a voice – worldwide"

Presented by Thomas Röhlinger, Radijojo, Germany

See previous description at 09:00

Introduced by Johan Lindell, Karlstad university, Sweden

Location: Rejmersalen

14:45 WORLD CAFÉ

Entertainment by nine-man band Groove Orchestra in Café Selma

Location: Aula Magna, The Library and Café Selma



15:15 **INTERNATIONAL PANELS × 2**
16:00 **MEDIA EDUCATION**

International delegates to follow up and discuss issues related to opening ceremony presentations and keynote speeches.

"Human Rights and Intercultural dialogue. How Media Literacy increases awareness of differences and develops respect for the others."

Moderator: Divina Frau-Meigs, University Sorbonne Nouvelle, France

Panellists: Reijo Kupiainen, University of Tampere, Finland. Ricardo Yanez, SIGNIS, World Catholic Association for Communication, Belgium. Patrick Verniers, Conseil Supérieur de l'éducation aux médias, Belgium. Karen Cirillo, UNICEF, USA. Maja Rakovic, Council of Europe, Serbia.

Secretary: Kjersti Sjaatil, European Commission, Belgium.

Location: Lagerlöfsalen

"Implementation and evaluation of Media Literacy in the classroom"

Moderator: Regina de Assis, WSFB member, Brazil

Panellists: Samy Tayie, Cairo University, Egypt. Michael Dezuanni, Queensland University of Technology, Australia. Lawrence John Sinniah, SIGNIS, Malaysia. C.K. Cheung, Hong Kong University, China

Secretary: Sherri Hope Culver, NAMLE, USA

Location: Aula Magna

15:15 **FACING THE CHALLENGES!**
16:00

"Communication for social change"

Presented by Patricia Castaño, Citurna productions, Colombia

No description given

Seminar. Introduced by Firdoze Bulbulia, Moments, CIFEJ, South Africa

Location: Geijersalen

"Stories that hit Your Face: Young Peoples Documentaries about Human Rights"

Presented by Martin Rydehn, Amnesty International, Sweden

Rape, homeless peoples' situations, discrimination of gay people, domestic violence, juvenile violence, prostitution and expulsion of refugees. The last four years young people in Sweden have produced hundreds of documentaries from different perspectives of human rights. These films are made in a project called Angeläget and have been shown at domestic and international film festivals. By also showing these documentaries in school, thousands of young people and teachers have discussed issues related to human rights in our close reality. At this seminar you will see some of the most significant documentaries from the last year. The documentaries are in Swedish but subtitled in English. Each participant will get a free DVD. Angeläget is run by Amnesty International and KulturUngdom.

Introduced by Brad Strong, Karlstad university, Sweden

Location: Rejmersalen

"Pre-school children and digital literacy in Norway"

Presented by Barbro Hardersen, Norwegian Media Authority, Norway

This presentation focuses on pre-school children and will describe and illustrate the digital landscape for children in kindergartens in Norway. Firstly the Norwegian Parliament in June 2009 introduced digital literacy as a prime competence in the educational system. It forefronts digital tools as an agent for high quality in kindergartens, and states that pre-school children should be given digital tools to generate play, communication, and learning. The mastering of digital tools is one of the basic skills in the school system, and the kindergartens have to give the children a minimum of skills to prevent the digital gap. Secondly, it seems that the staffs in the kindergartens either lack interest, or stresses the importance of (pedagogical) education and aware rising regarding to media literacy. Studies points out that there are computers and digital cameras in most kindergartens in Norway, but the

staff hesitates to make use of new technology. Thirdly, we have the pre-school children. There is not a lot of research in the field of their media literacy, but the Norwegian Media Authority conducted a pilot study interviewing 4 - 6 year olds about their mediated everyday life. This small study, along with a few others, supports the presumption that small children have very high skills, and that (digital) media are integrated parts of their lives.

*Introduced by David Kleeman, American Center for Children and Media, USA
 Location: Nykvistsalen*

16:00 **FACING THE CHALLENGES!**

16:45 **"Children and the new media"**

Presented by Samy Tayie, Cairo University and Mentor International Media Education Association, Egypt

The situation of media literacy and media education in the Arab World is different from it in other part of the world. The concepts themselves are not very clear to different stakeholder groups and they also mean different things to different people. Very recently the situation of media education in the Arab World has witnessed some changes. The presentation will include two parts; the first part will discuss the major findings and recommendations of previous studies related to Arab children's use of media which were carried out in different parts of the Arab World. The second part of the presentation will shed light to the situation of media education in the Arab World. How the concepts of media Literacy and media education are seen by media professionals, educationalists, young people, and parents, these are the type of questions that will be tackled.

Introduced by Agatha Ferrei, SIGNIS, the Fiji Islands

Location: Lagerlöfsalen

"A boy, a lion and a monkey: Case study on Internet/TV first contact"

Presented by Lynn Hughes, Pidge Productions/Discovery Channel Global Education Partnership, USA

The ramifications of bringing media into communities that have never had access before. What responsibilities do we have as educators and media makers? What competencies and tools do youth need to navigate these new resources? And how can those who've grown up with these resources learn from those who are newly exposed?

Introduced by Joachim Gustafsson, Länsstyrelsen Värmland, Sweden

Location: Geijersalen

"Pre-school children and the art of film"

Presented by Line Arlien-Søborg, Danish Film Institute Children & Youth, Denmark

The Danish Film Institute has for a ten year period given high priority to film and film educational activities for pre-school children. It is considered an area of high value and with an important future perspective. Pre-school cinema screenings at the Film Institute in the Cinemateque and in cinemas throughout the country are presented year round (Børnebiffen and Børnebiffen på tur). FILMPILOT is a newly developed training course for pre-school teachers, focusing on how to teach film for the youngest cineasts. It is also a high priority for the film consultants to motivate the professional film industry to produce more quality films for the pre-school audience. FILMHITS FOR BØRN is a serial collection of short films and documentaries distributed on dvd (anthology).

Introduced by Lasse Högberg, Karlstad university, Sweden

Location: Fryxellsalen



WS EDUCATION: PROMOTING CREATIVITY

"My life 2.0, digital stories produced by young people on their daily online life "

Presented by Ann-Katrin Agebäck, Swedish Media Council and Simon Strömberg, Kulturskolan Stockholm, Sweden

This workshop will focus on Digital Storytelling as a tool to inspire and to strengthen the voices of young. My Life 2.0 was a national project with a starting point in young peoples personal experiences from the net. A collaboration between The Swedish Media Council, The Educational Broadcasting Company, Kulturskolan Stockholm and Friends in connection with Safer Internet Day.

Introduced by Ann Lundqvist, Karlstad university, Sweden

Location: Rejmersalen

WEDNESDAY
JUNE 16

16:00 WS EDUCATION: PROMOTING CREATIVITY

16:45 "Sweden: Heaven and Hell"

Presented by Fredrik Holmberg, Filmpedagogik.nu, Sweden

Media education is young some people say. It is as old as society itself according to others. Some say it's a luxury. It is the most essential knowledge in a democracy others say. It is one thing in a rich country and something quite different in a developing one. Is it a subject of its own, or should be a part of every subject? We all need this now, some people say. Other things are more important by other standards. Folkets Bio Filmpedagogerna describes the history of media education in general from a Swedish horizon. What has made it complicated, rewarding, difficult, easy or sometimes even impossible to promote? What parts do education, research, culture, politics or even common sense play when it comes to media education. We suggest a solution to our troubles in today's media situation.

Introduced by Miomir Rajcevic, Media Education Centre, Serbia

Location: Sjöströmsalen

"Media Education in early childhood"

Presented by Varpu Ojala, Espoo city, The Finnish Society on Media Education, Finland

Media education in early childhood education has advanced considerably in the 21st century. It is focused on developing a child's capacity to live within the media culture and the understanding of the child's own relationship with the media, taking into account the age and development stage of the child. Additionally, it furthers well-being and the child's participation in the information society. Media education is based on events, experiences and learning as a form of playing. The Ministry of Education's Media Muffin project, which was carried out in 2006-2007 in co-operation with the National Institute for Health and Well-fare produced a national guideline for media education. In 2009, a guide describing the media education themes for pre-primary and pre-school education was also published.

Introduced by Clifford Cohen, ANIMACTION, INC., USA

Location: Nyqvistsalen

"Media relations"

Presented by Per-Olof Olsson, Mediegruppen, Sweden

The characteristics of news. Why do some things become great news and others pass without anybody caring? In this seminar you will learn the ten most important characteristics of news. You will also learn the Journalistic Method, how to say the most important stuff first! You will also get inside information on how the editorial desk works and what gets the journalists going.

Introduced by Lars Wendel, City of Karlstad, Sweden.

Location: Erlandersalen

"DANCE ON FILM"

The program is a selection of dance films screened as part of the ABUNDANCE 2010 festival. Location: In the Exhibition Area, ongoing during the day

"Cinekid Media Literacy Programme"

Presented by Gabby Wildenbos, Cinekid, The Netherlands

The goal of the presentation is to give the audience tools, with which they can set up a method to integrate media literacy in their organisations' curriculum. Cinekid tells its vision, long term strategy, and findings on media literacy. It answers basic questions that institutes such as schools, cultural organisations and libraries have on how to work on media literacy.

Introduced by Tobias Härnvi, City of Karlstad, Sweden

Location: Agardhsalen

16:00 RESEARCH FORUM: CHILDREN, MEDIA, CONSUMPTION AND HEALTH

18:00



Introduction by Professor Cecilia von Feilitzen, Scientific Coordinator, The International Clearinghouse on Children, Youth and Media, Nordicom, University of Gothenburg, Sweden

Moderator

"Consumption and Health: Questions and Future Directions"

Professor Dafna Lemish, Currently: the Center on Media and Child Health, Children's Hospital Boston Harvard Medical School, USA, Home: Department of Communication, Tel Aviv University, Tel Aviv, Israel

Panelists

"Girls' Sexuality and Media Scandal in Hong Kong"

Professor Kara Chan, Department of Communication Studies, Hong Kong Baptist University, Hong Kong

"The Digital Marketing Ecosystem: Implications for Children's Health"

Professor Kathryn Montgomery, School of Communication, Public Communication Division, American University, Washington, USA

"Media Sexual and Reproductive Health Taboos in Middle East and North Africa (MENA)"

Dr. Ibrahim Saleh, Centre for Film and Media Studies (CFMS), University of Cape Town, South Africa/Egypt

"The Juanitas and Meenas: Children, Media and Health Advocacy"

Dr. Arvind Singhal, Sam Donaldson Center for Communication Studies Department of Communication, University of Texas, USA

Location: Frödingsalen

YOUTH PRODUCING MEDIA

"World Summit Daily News"

Youth editorial board to produce Summit documentation.

"Youth workshops open to all"

I: Mobile video workshop.

Presented by Stefan Barkman and Henrik Thorson, Film i Värmland, Sweden

In Värmland, Sweden, a solution for film-projects in schools is called Mobile Videofactory and has a set of equipment suitable for short visits by film-makers to schools in the region. The goal is to teach how to use the moving images in education. It is both meant to be a way to learn storytelling with moving images but also as a tool in the overall education. The primary target is teachers but often projects designed directly for the students are launched. Film i Värmland shows you the technical solutions for the Mobile Videofactory and it is possible to try out the equipment in your own storytelling...

Location: 1D 327

II: "Radio with children from all continents"

Presented by Thomas Röhlinger, Radijojo, Germany.

Location: 1D 328



16:00 III: Make your own TV program in a professional TV studio at Karlstad Media Education Center.

Presented by Ola Lindholm, Karlstad Media Education Centre, Sweden

We will produce a small news/cultural program where the participants can form their own program. You will have the possibility to try to be behind the camera, in the control room or in front of the camera reading the news.

Location: 1E 425

16:45 FACING THE CHALLENGES!

17:30 "Plan International Youth Program – Workshop"

Presented by Linda Raftree, Plan International, USA

Advances in information and communications technologies (ICTs), such as mobile phones and Web 2.0, can stimulate youth participation in the local development process and open opportunities for youth to tell their own stories, in their own words, about their own issues, and push for change from local to global levels. In this session, you will see and hear how ICTs and social media are used in some of Plan's programs in Africa to improve youth participation locally, open global dialogue around youth issues, and address negative stereotypes about youth and Africa.

Plan is a child centered community development organization working in 70 countries worldwide and facilitating youth media programs in some 30 of those countries.

Introduced by Solveig Nilsson Lindberg, Karlstad university, Sweden

Location: Pedagogisk verkstad

"Theoneminutesjr. project"

Seminar presented by Karen Cirillo, UNICEF, USA

Introduced by Karin Forsling, Karlstad university, Sweden

Location: Lagerlöfsalen



WS EDUCATION: PROMOTING CREATIVITY

"Light cinema in Napoli: Kids Writing and making movies"

Presented by Antonella di Nocera, Arci Movie, Italy

The "Light cinema workshops" in the Eastern outskirts of Napoli, Ponticelli, represent a unique experience in film production involving children and young people. Since 1995 Arci Movie and the associated company Parallelo 41 have organized and produced various short films and documentaries oriented to give chances of expression to kids, some times coming from difficult social background. The results have been very important in the years and recently the productions made are example of good cinema and at the same time of educational process. In my session I will introduce some of the most recent productions, telling the stories of protagonists and the process to construct the film. Light cinema is light: small equipment, no budget, restricted troupe. We will explore how important direct use of filmmaking in children's lives can be.

Introduced by Paola Sartoretto, Karlstad university, Sweden

Location: Fryxellsalen

"Mission possible - What's in the news for young children?"

Presented by Mats Hemberg, Newspaper in Education, Sweden

Young readers create guidelines for a democratic society and an environmental awareness. The newspaper project "Presstationen" is an activity which has grown in popularity among children and teachers in Sweden. This seminar explains:

- How working with newspapers in school can be an obvious activity that benefits reading and writing and generates content that harmonize with the curriculum.
- How to make the children interested and concerned in society and global environment.
- How this newspaper project gives parents and families an opportunity to participate in school work

Introduced by Lamia Tagrit, World Summit Organisation, Sweden

Location: 12B 150



**WORLD SUMMIT
EXHIBITION AREA AND
POSTER SESSION AREA**

Open every day

16:45 "MPC what is it? A unique training center for media"

17:30 Presented by Dan Nilsson and Robert Kallström, Karlstad Media Education Centre, Sweden



• MPC- What is it? A unique training center for media Education within all areas in media incl. pre press

-Mainly students in upper secondary school (age 16-19)

-Commissioned education

-University

-Companies

-Employment office

• Cooperation with media related businesses

-Radio/TV

-Newspapers (text, photo/graphics)

Introduced by KG Lidström, Sweden

Location: Erlandersalen

"Media Literacy in USA"

Presented by Sherri Hope Culver, NAMLE, USA

Compelling, creative media content for children is vitally important when using media for education purposes. However, watching or consuming media is just the first step to full engagement of young people. Today's young people are creating media content as well. But when does the conversation move from simply a discussion of media creation or media consumption to a deeper discussion about media that recognizes the habits of inquiry and skills of expression necessary to be critical thinkers, effective communicators and active citizens in today's world? The field of media literacy aims to bring that discussion to the forefront of education. This presentation will help participants understand the core components of media literacy and will highlight numerous programs in the USA bringing a rich diversity of activities and programs to children to help them gain those essential media literacy skills.

Introduced by Ellen Wartella, WSFB member, USA

Location: Geijersalen

"World's first Pre-School jury. Challenges and outcomes. A presentation by international Chinh Kids Film Festival where kids decide"

Presented by Meenakshi Vinay Rai, Chinh Early Education Web Channel, India

Introduced by Susanne Härnvi, City of Karlstad, Sweden

Location: Rejmersalen

ANDER FOUNDATION JOURNALISM DAY WEDNESDAY JUNE 16

09:00 COFFEE AND REGISTRATION

09:30 Location: Andersalen

09:30 VÄLKOMMEN/WELCOME!

09:40 Moderator: Pelle Thörnberg

Thomas Blom, Pro-Rector and Associate Professor at Karlstad university

Location: Andersalen

09:40 ENGLISH SESSION

10:30 "Children's rights and the media mindset"

Presented by Mike Jempson

Director, MediaWise; Visiting Professor in Media Ethics, Lincoln University; Senior Lecturer (Journalism) University of the West of England.

Location: Andersalen

10:30 "The representation of children and youth in the media"

11:10 Presented by Cecilia von Feilitzen

Professor in Media and Communication studies, Södertörn university, Stockholm, Sweden. Scientific coordinator of the International Clearinghouse on Children, Youth and Media, Nordicom, Gothenburg university.

Location: Andersalen

11:10 TEN MINUTE BREAK

11:20

11:20 "International Children's Media Panel: Children, Youth and Journalism"

12:00 Host: The Swedish Media Institute Fojo

Location: Andersalen

12:00 LUNCH

13:00 Location: Café Elvan

13:00 SWEDISH SESSION/SVENSKSPRÅKIG AVDELNING (IN SWEDISH)

13:45 "Prata ur skägget, för f-n!"

Presenteras av Ola Lindholm

Chefredaktör för Kamratposten och programledare för SVT's barn- och ungdomssuccéer Wild Kids och Myror i brallan, med mera.

Location: Andersalen

13:45 "Våga fråga barnen!"

14:30 Presenteras av Ylva Mårtens

Mångfaldigt prisbelönt radiojournalist. Producent för "Barnen" i Sveriges Radio P1.

Location: Andersalen

14:30 KAFFE

14:50 Location: Café Elvan

14:50 "Utsatta barns upplevelser av media - journalisters roll och mediernas ansvar"

15:30 Presenteras av Olof Risberg

Psykolog och psykoterapeut, Rädda Barnen

Location: Andersalen

15:30 Reflekterande panel med bland andra eftermiddagens föreläsare Värd: Medieinstitutet Fojo.

16:00 Location: Andersalen

16:00 Fri access till återstående Workshops och seminarier på World Summit.

18:00

KARLSTAD UNIVERSITY ASSEMBLY HALL: ANDERSALEN

"Children and youth in the media - challenges in reporting"

Journalism on and for adolescents in research and practice.



THURSDAY
JUNE 17

08:45 WELCOME!

09:00 Dance performance "A trace of Dis(order)" by Diane Reddington, Irish republic and Sonja Jokiniemi, Finland

This performance art piece utilizes live video projection, movement and drawing. Through a strong connection and focus the performers attempt to stay available to the moment of creation, to its internal shifts and dynamic possibilities endeavoring to manifest visually the energy and relationships that occur during a duet. The instant composition left behind becomes the OTHER of creation whilst also tracing a route back to the moments of redefined and refined accomplished existence.

Choreographer: Diane Reddington

Location: Aula Magna

09:00 KEYNOTE SPEECH V AND VI
MEDIA INDUSTRY

10:15 V: "The Role of Public Broadcasting In The New Media Environment"

Presented by Lúcia Araújo, GLOBO Organizations, Brazil

Introduced by Regina de Assis, WSFB member, Brazil

Location: Aula Magna

VI: "The New Advertising: Digital Marketing Strategies Targeting Children"

Presented by Kathryn Montgomery, School of Communication American University, USA and Jeffrey Chester, Center for Digital Democracy, USA

Introduced by Regina de Assis, WSFB member, Brazil

Location: Aula Magna



WS EDUCATION: PROMOTING CREATIVITY

"Making photo in educational contexts"

Presented by Angela Bonomi Castelli, MED-Italian Association for Media Education, Italy

A workshop to reflect on the uses of photography in educational contexts, describe some significant experiences about the use of photography in educational contexts, provide some basic teaching tools, show the phases of photo making and editing, reflect on the relationship between text and image.

Introduced by Christina Snell, Karlstad university, Sweden

Location: Lagerlöfsalen

"Seminar for teachers: No idea at all, or media conscious youth?"

Presented by Lars-Erik Hall, Newspaper in School, Sweden

Being a teacher, it is wonderful to come to school and meet students saying: "Did you read in today's newspaper that...?"

This seminar aims at providing teachers with concrete, stimulating examples of how teaching can be connected with recent news and events such as:

- how to stimulate the students' own writing
- how to foster a critical attitude
- how to develop an understanding for how the Swedish democratic society works
- how to develop empathic abilities

Introduced by Ann Lundqvist, Karlstad university, Sweden

Location: Frödingsalen

"CHOREOGRAPHING WITH COMPUTER-INTERACTIVITY"

Armadillo Dance Project:

Kathleya Afanador & Allen Fogelsanger

A computer-interactive dance installation space alternating among several environments is open for your experimentation. Ongoing during the day.

Location: In the Exhibition Area

10:15 WORLD CAFÉ

Entertainment song and piano in Café Selma
Location: Aula Magna, The Library and Café Selma

10:45 INTERNATIONAL PANELS × 2
MEDIA INDUSTRY 1 AND 2

International delegates follow up and discuss issues related to opening ceremony presentations and keynote speeches

Chair panel I: Ellen Wartella, WSFB member, USA.

Panel members: Anthony Lilley, Magic Lantern Productions, UK
David Kleeman, American Center for Children and Media, USA

Location: Aula Magna

Chair panel II: Anna Home, WSFB member, UK

Panel members: Kathryn Montgomery, School of Communication American University, USA. Jeffrey Chester, Center for Digital Democracy, USA. Vicky Rideout, Kaiser Family Foundation, USA

Location: Lagerlöfsalen



WS EDUCATION: PROMOTING CREATIVITY

"New trends in installations, new technologies and Media Literacy"

Presented by Joost Broersen, Cinekid, the Netherlands

The presentation is a showcase of trends in the area of interactive media for children and will show different projects that can be divined as renewing in technological and conceptual way. Projects in which children are invited to explore and/or create media in new ways. The Cinekid Foundation fosters the worlds largest media festival for the young and offers a gathering place for professionals in the field of Film, TV and New and Crossing Media for children and young people by a programme market, three co-production markets, seminars and expert meetings for which Cinekid has a 3 years partnership with the European Media Programme. The Cinekid media festival offers a 1200 square feet Medialab to include young people actively as media producers and let them explore a diverse variety of installations.

Introduced by Lars Wendel, City of Karlstad, Sweden.

Location: Rejmersalen

"Video as a tool for youth opinions and opinion change"

Presented by Joana Ivarsson Vitório, Save the Children, Sweden

In this seminar the experience within Save the Children Sweden of working with participatory video, will be presented. Keywords are participation, media and children's voice. The image of the suburb is a frequent issue in the children's discussions and debates and a special emphasis will be put to this. Newspapers and television have contributed to an image that influences the children negatively in different situations. Practical examples of how children can get involved in advocacy work through the work with video, will be given. Video related discussions in real life and the use of social media are forums to use. The seminar will further focus on the strength and power that is within these youths to change the image and to advocate for change.

Introduced by Charu Uppal, Karlstad university, Sweden

Location: Geijersalen

"Media Education for Peace in the Pacific Region"

Presented by Agatha Ferei, SIGNIS, Fiji Islands

The presentation looks at ways in which Media Education activities are used to promote peace in the Pacific Islands. The presentation focuses on Media Education activities in Fiji and the Solomon Islands. A notable feature will be the work of Fr Ambrose Pereira and the Media Education Service in the Solomons.

Introduced by Brad Strong, Karlstad university, Sweden.

Location: Nyqvistsalen

11:30 LUNCH

Location: Restaurant Solsta Inn and 12-square



12A 138

Lunch
12-square

Nyqvistsalen
9C 203

Rejmerssalen
9C 204

Agardhsalen
11D 257

Andersalen
11D 121

Erlandersalen
11D 227

Lagerlöfsalen
1A 305

Frödingsalen
1B 364

Fryxellsalen
1B 306

Sjöströmsalen
1B 309

Exhibition area
Poster session

Workshop computer sessions
1E 425, 1E 424

World Café

Café Selma

Workshop room
1B 347, 1B 348, 1B 349

Restaurant Solsta Inn

Auditorium
Aula Magna

● Registrations

Main entrance

World Café

Bibliotek

Parkering

World Summit 14-18



9E

5F

5E

3E

3D

6

7

D

1D 222

322

tion

nce

Parkering

21F

21C

21D

21E

21A

Pedagogisk verkstad
21A 258

Ljungbergsalen
21A444 [Ägget]



/ juni 2010

THURSDAY
JUNE 17

11:45 OPEN PRESENTATION FORUM

12:15 "The values of audiovisual education. Barcelona International Television Festival experience since 1997. European Observatory on Children's Television (OETI)"

Presented by Doina Bird, Barcelona International television Festival, Spain

The values of audiovisual education. Barcelona International Television Festival (FITB) and the European Observatory on Children's Television (OETI) experience since 1997. A selection of UNICEF and Creative prize-winning productions. The values emphasized in productions screened at the Festival and how they are brought into the classroom.

Location: Frödingsalen

"Monitoring Media Education in Practice"

Presented by Luciano di Mele, MED-Italian Association for Media Education, Italy

This paper illustrates the results of a research carried out within the Education Research Department at Rome University, La Sapienza. Through the use of qualitative techniques (in particular participant observation), we have monitored the media education processes activated both in school and non school teaching contexts in order to verify and assess their quality and efficacy. The ultimate goal is that of creating an objective tool of observation that might help media educators analyze their practices and develop them in more systematic and scientific way.

Location: Fryxellsalen

"The Veracity of Multimediaeducation at the Kindergarten Level"

Presented by Beate Weyland, University of Bolzano, Italy

Many questions are in the center of our field research, aiming at shaping with a team of teachers and researchers' good practice patterns of critical-creative media education at kindergarten. This research has inquired with quantitative methods the presence and use of media at kindergarten in South Tirol (Italy), the first step in the educational projects on, or in, kindergarten teachers in this field. At the same time, the research aims at investigating in order to investigate together with the teachers the media education activities that can be done with children's at kindergarten, the procedures which can be applied in order to create multimedia products, the subsequent examination and common evaluation of product and procedure. All this aims at children's and teachers acquiring media competence and literacy.

Location: Rejmersalen

"Videogames, media education and value education"

Presented by Alessia Rosa, MED (Italian Association for Media Education)/University of Turin

The "Media education and value education" research is focused on the educational effectiveness of media, especially the videogames, in a value education project. This project, through a different media education's activities, favored a type of Socratic dialogue where preteen students are gradually brought to their own realisation of what is good behaviour for themselves and their community. The research found that videogames have great positive potential in addition to their entertainment value, although videogames are not designed to address a specific problem or to teach a certain skill.

Location: Nyqvistsalen

12:45 FACING THE CHALLENGES!

13:30 "Outdoor games, why are they so important in a media saturated world?"

Presented by ... India

No ...
Intro...
Location: Geijersalen



"BRIS: web-based support services for children and young people"

Presented by Nils Thomas Jonsland, BRIS (Children's rights in the society), Sweden

The purpose of the presentation is to describe and share the experiences from BRIS' web-based support services for children and young people. BRIS has a long experience on talking with children through Children's Helpline, but throughout recent years BRIS has also gathered many and unique experiences on on-line counselling. In 2008 BRIS had over 200,000 visits to its website www.bris.se, and more than 40,000 supportive contacts with children and young people. Through the website they can get support through a number of interactive services: In the BRIS-mail, BRIS gives a personal answer to all mails sent in by the young. In the BRIS-chat, they can have a personal chat with an adult at BRIS. In BRIS' Forums the young can express themselves, discuss and share on important matters with their peers. Communication in these ways demands an id and log-in to the community at bris.se. The child is always anonymous and there are no costs attached.

Introduced by Brad Strong, Karlstad university, Sweden.

Location: Lagerlöfsalen

"Digital Film Distribution for schools"

Presented by Martin Brandt-Pedersen, Danish Film Institute: Children & Youth, Denmark

Online film distribution for schools opens a range of new perspectives for the use of film in education. When films are available with a click just like texts, pictures etc. an important barrier has been broken down for film education. Based on the Danish experiences the Danish Film Institute will give inspiration on how to use video on demand as a tool to increase the use of film in education - and discuss the new interactive and educational possibilities in online distribution.

Introduced by Clifford Cohen, ANIMATION, INC., USA

Location: Frödingsalen

13:30 YOUTH MOVING YOUTH POLICIES FORWARD

Global Youth Council

Rights, participation and education. Moderated by Susana Giner, Ideas Foundation, UK and Linda Raftree, Plan International, USA. Session 3 13:30-16:00 and 16:30-18:00

Work on closing ceremony presentation and what will happen next.

Introduced by Lamia Tagrit, World Summit Organisation, Sweden.

Location: Eva Erikssonsalen, House 21

13:30 KEYNOTE SPEECH VII AND VIII

MEDIA INDUSTRY

14:45 VII: "International Children's Day of Broadcasting"

Presented by Karen Cirillo, UNICEF, USA

Introduced by Adrian Mills, WSFB member, UK

Location: Aula Magna

VIII: "Media: The Kids' View"

Presented by Chandra Muzaffar, International Movement for a Just World, India

Introduced by Adrian Mills, WSFB member, UK

Location: Aula Magna

13:30 WS EDUCATION: PROMOTING CREATIVITY

14:45 "Making photo in educational contexts"

Presented by Angela Bonomi Castelli, MED-Italian Association for Media Education, Italy

See previous description at 09:00

Introduced by Gianna Cappello, MED-Italian Association for Media Education, Italy

Location: Lagerlöfsalen

"Seminar for teachers: No idea at all, or media conscious youth?"

Presented by Lars-Erik Hall, Newspaper in School, Sweden

See previous description at 09:00

Introduced by KG Lidström, Sweden.

Location: Frödingsalen

"Video as a tool for youth opinions and opinion change"

Seminar presented by Joana Ivarsson Vitório, Save the Children, Sweden

See previous description at 09:00

Introduced by Joice Soares Tolentino, Karlstad University, Sweden

Location: Geijersalen

"New trends in installations, new technologies and Media Literacy"

Seminar presented by Joost Broersen Cinekid, the Netherlands

The presentation is a showcase of trends in the area of interactive media for children and will show different projects that can be divined as rene- wing in technological and conceptual way. Projects in which children are invited to explore and/or create media in new ways.

Introduced by Tobias Härnvi, City of Karlstad, Sweden

Location: Rejmersalen

"What has happened after the last World Summit?"

Presented by Firdoze Bulbulia, CIFEJ/Moments, South Africa

Update/report of our activities after the 5WSMC and ABC is one of our main legacy projects.

Introduced by David Kleeman, American Center for Children and Media, USA

14:45 WORLD CAFÉ

Dance performance "Choreographing with Computer-Interactivity"

Presented by Armadillo Dance Project, Kathleya Afanador & Allen Fo- gelsanger

Location: Aula Magna, The Library and Café Selma

15:00 WISE OPEN DEBATE

15:15 "Media's influence and potential contribution to learning creative skills".

The session will address the following issues:

- Are patterns of media consumption and interaction changing?
- To what extent are we moving from consumption to participation?
- How are skills associated with managing multiple media channels changing ?
- What links are there between media and creativity and how can they be used for learning?
- What does all this mean for learning?

The Session will favour a prospective approach to the role and potential of the media in enhancing creativity and collaborative knowledge building, taking panellists to reflect on the most advanced and innovative trends.

Chair & Moderator of debate: Prof. Patricia Edgar, Founder and inaugural head of the Australian Children's Television Foundation & Chair of the WSMCFoundation

Panellists: Mr. Stephen Breslin, Chief Executive Futurelab

Mr. John Connell, Education Strategist and Business Development Mana- ger CISCO

Mr. Adrian Mills, Head of Business & Planning, BBC Children's & Deputy

Chair of WSMCFoundation

Prof. Ellen Ann Wartella, Professor of Communication and Director of the Cen- tre for Media and Human development at Northwestern University USA

Prof. Francois Taddei, Genetic Systems Biologist ; Researcher, INSERM; OECD Expert on creative and collaborative knowledge building

Location: Ägget/Ljungbersalen

16:00 INTERNATIONAL PANELS x 2

MEDIA INDUSTRY 3 AND 4
International delegates follow up and discuss issues related to ope- ning ceremony presentations and key notespeeches.

Chair panel III: Adrian Mills, Head of Business and Planning, BBC Children's/WSFB member

Panel members: Erik Wahlgren, Swedish Television, Sweden. Thep- chai Yong, Thai Public Service Broadcasting, Thailand.

Location: Lagerlöfsalen

Chair Panel IV: Javad Mottaghi, Director ABID/WSFB member

Panel members: Jun Hae Sung,, Korean Broadcasting System, South Korea. Zhang Xiao, China Central Television - CCTV - Children, China. Seto Mulyadi, National Committee for Child Protection (NCCP), Indonesia

Location: Aula Magna

FACING THE CHALLENGES!

"Programming for Very Young Children - A Recent Trend"

Presented by Mary Ann Dudko, Mad Duck Consulting, LLC, USA

More and more broadcasters worldwide are airing programming for very young children; those birth to age three. Producers of programming for this young audience must be responsible and develop content that is age-appropriate. But do they have a good understanding of child development for this age group? This session will provide basic child development information for anyone who works with children birth to age three. The session will reference studies both for and against programming for very young children. The session will present examples of existing programming and how the content may or may not be appropriate. Participants will have a better understanding of the developmental stages of children birth to age three and how important it is to take these stages into consideration when developing new programming for this audience.

Introduced by Arvid Dahlgren, Karlstad university, Sweden.

Location: Geijersalen

"Children's rights and Mass Media in Latin América Crossfire and new opportunities"

Presented by Isabel Gatti, SIGNIS, Argentina

The process of technological convergence and concentration of mass media ownership and what the role that the State must defog to protect the public interests, are the framework that current policies and new media laws are stressed in Latin America. This discussion will also be transferred to children and young people. The initiatives were in the last decade urges, both at the level of formal education like in the multiplicity of theoretical and practical activities that develop the NGOs dedicated to defend the rights of children in relation to media.

Introduced by Lena Angred, City of Karlstad, Sweden.

Location: Rejmersalen

**WORLD SUMMIT
EXHIBITION AREA AND
POSTERSESSION AREA**

Open every day



THURSDAY
JUNE 17

16:00 FACING THE CHALLENGES!

–
16:45 "Social media for social change"

Presented by Robin Hamman, Edelman Europe, UK

Over the past century and a half, industrialised society has poured vast effort into creating systems and processes that ignore, even deny, our humanity - mass production, mass communication, mass murder, mass extinction. Social tools are beginning to chip away at the dehumanising processes and structures of modern society, creating new opportunities for us to regain control of our own destinies. Social networking services, online collaboration spaces, crowd-sourcing, blogging, and content sharing services all support human behaviours but, unlike the pre-industrial activities they often mimic, also scale well, making it possible to imagine how Social Media can enable new ways of living, working and playing together.

Introduced by Lawrence John Sinniah, SIGNIS, Malaysia

Location: ~~Geijersalen~~ Agardhsalen

"LA Stories: Active Global Citizenship through Digital Storytelling"

Presented by Rodolfo Zúñiga, We are Landskrona, Sweden

Digital Storytelling is a grassroots movement with its genesis in Berkeley, California. It has evolved into a wide spread phenomenon that has captured the minds and the imagination of people worldwide. Digital Storytelling is a method that gives a voice to anyone, anywhere about those little things in life that makes our world as culturally diverse as it is. This method has been accepted "with open arms" by many non profit organizations, private and public sector in Scandinavia. In Landskrona Digital Storytelling has given the opportunity for collaborations between these actors in many projects with different social, educational and business applications. LA Stories is a regional two years project that uses Digital Storytelling as method to promote and encourage human rights, democracy and civil participation among teenagers and young adults (between 12 and 25 years old).

Introduced by Ann Lundqvist, Karlstad university, Sweden

Location: Andersalen

"Indian movie industry and creativity : Cost efficient technical solutions"

Presented by Vinod Ganatra

Introduced by Lasse Högberg, Karlstad

Location: ~~Andersalen~~ Erlandersalen

CANCELLED

"Online games for children"

Seminar presented by Norwegian Film Institute, Norway

Introduced by Charu Uppal, Karlstad university, Sweden

Location: Fryxellsalen



WS EDUCATION: PROMOTING CREATIVITY

"About children and young people's contacts with BRIS about Internet, computers and mobile phones"

Seminar presented by Nils Thomas Jonsland, BRIS (Children's rights in the society), Sweden

The purpose of the presentation is to describe what young people tell BRIS about their everyday life and problems regarding Internet, computers and mobile phones. In co-operation with BRIS the Swedish Media Council is running an EU-funded project called "The Young Internet". Within this project BRIS annually, since 2007, produces a report describing the children's accounts on Internet, computers and mobile phones. The presentation summarises the results from these reports, meaning quantitative data on for example what the contacts with BRIS concerned, and examples/quotations from the children's e-mails and submissions, and from the chats they have had with BRIS. Furthermore the material is analysed and discussed, building on BRIS' own experiences as well as on external researchers and practitioners.

Introduced by Mia Marklund, City of Karlstad, Sweden

Location: Sjöströmsalen

"The essentials of visual communication"

Workshop presented by Bo Bergström, Sweden

Texts and images travel through times, places and media. They get interpreted based on the rapidly changing context where they appear, pantarei. But there are life buoys, some basal positions that survive each generation. Bo Bergström - educator, author, creative director - will talk about these based on his book Essentials of Visual Communication.

Introduced by Johan Lindell, Karlstad university, Sweden

Location: Pedagogisk verkstad

"Living in World of Warcraft"

Presented by Ann-Katrin Agebäck, Swedish Media Council

World of Warcraft, WoW, is the most popular online game in the world. This workshop will present a recent Swedish study on heavy online gaming, the attraction of the game and the reasons behind leaving it. There will be opportunities for discussions on how to handle heavy online gaming.

Introduced by Patricia Castaño, WSFB, Colombia

Location: Nyqvistsalen

"Internet and web publishing as a teaching resource"

Presented by Kristina Alexanderson, Webbstjärnan, Sweden

This session presents experience of teachers using the Internet and the possibility to publish the pupils work as a resource in the classroom. What do children learn? What are the benefits for the teachers, which are the benefits for the kids and society? This session initiate from the experience teachers share with their pupils in the web competition Webbstjärnan

Introduced by Karin Forsling, Karlstad university, Sweden

Location: ~~Rejmersalen~~ 12B 150

16:00

–
18:00



RESEARCH FORUM: MEDIA, ETHICS AND SOCIAL RESPONSIBILITY

Introduction by Professor Cecilia von Feilitzen, Scientific Coordinator, The International Clearinghouse on Children, Youth and Media, Nordicom, University of Gothenburg, Sweden

Moderator

"Youngsters' Views on Ethical Communication and Social Responsibility. Preliminary Results of the comparative Research on Youth Media Participation"

Adjunct Professor Sirkku Kotilainen, University of Jyväskylä, University of Turku, Research Centre for Contemporary Culture, Finland

Panellists

"Attaching Media Education to Human Rights by Socializing Young People to Ethics Online: e-competences and e-strategies"

Professor Divina Frau-Meigs, Media Sociology, University Sorbonne Nouvelle, Paris, France

"Youth and the Paradoxes of Indian Media Situation: Considerations for a Socially Responsible Youth Media Policy"

Dr. Manisha Shelat, School of Journalism and Mass communication University of Wisconsin-Madison, USA/India

"Tools to Measure the Levels of Audience Involvement. Content analysis vs. social impact 1998/2010"

Director Tatiana Merlo Flores, Media Research Institute, Buenos Aires, Argentina

"Regulating the Internet in the Interests of Children: Emerging British, European and international approaches"

Professor Sonia Livingstone, Department of Media and Communications, London School of Economics, UK

Location: Frödingsalen

ABUNDANCE

International Dance
Festival June 15-17.
Read more:
www.dansivarmland.se

GALA DINNER AND DANCE TO LIVE MUSIC

Location: Elite Stadshotellet.
19.00. Pre-purchased tickets
only.



16:00 YOUTH PRODUCING MEDIA

18:00 "World Summit Daily News"

Youth editorial board to produce Summit documentation.

"Youth workshops open to all"

I: Mobile video workshop.

Presented by Stefan Barkman and Henrik Thorson, Film i Värmland, Sweden

In Värmland, Sweden, a solution for film-projects in schools is called Mobile Videofactory and has a set of equipment suitable for short visits by film-makers to schools in the region. The goal is to teach how to use the moving images in education. It is both ment to be a way to learn storytelling with moving images but also as a tool in the overall education. The primary target is teachers but often projects designed directly for the students are launched. Film i Värmland shows you the technical solutions for the Mobile Videofactory and it is possible to try out the equipment in your own storytelling...

Location: 1D 327

II: Arci Movie with kids from Naples, Italy

Presented by Antonella di Nocera, Arci movie, Italy.

Location: 1D 328

III: Make your own TV program in a professional TV studio at Karlstad Media Education Center.

Presented by Ola Lindholm, Karlstad Media Education Centre, Sweden

We will produce a small news/cultural program were the participants can form their own program. You will have the possibility to try to be behind the camera, in the control room or in front of the camera reading the news.

Location: 1E 425

16:45 FACING THE CHALLENGES!

17:30 "Planning and executng productions and post-productions"

Presented by Avinoam Damari, IETV- Israel Educational Television, Israel

TV series that exposes the world of children in the ages 4-7. I will present three different TV series produced in 2008-2010 by the Israeli Educational TV intended for children.

Introduced by Susanne Härnvi, City of Karlstad, Sweden

Location: Fryxellsalen

"Children's rights in action- A workshop with children"

Workshop presented by Delia Hernandez, SIGNIS, the Phillipines

This is a proposed workshop with children aged 10 to 12 years old. This workshop aims to help children understand that children all over the world are one and the same. Children must help other children around the world know and understand their rights and protect their rights.

Introduced by Marie Johansson, City of Karlstad, Sweden

Location: Sjöströmsalen



WS EDUCATION: PROMOTING CREATIVITY

"Friend or foe - Collaborative production of culture in an era out of control"

Seminar presented by Patrik Wikström, Högskolan i Jönköping, Sweden and Christina Olin-Scheller, Karlstad university, Sweden

Internet enable young (and old) people to create and share information in new ways. It opens up new opportunities to take their creative expression to new levels, meet new friends and to access information which previously was out of their reach. However, it also raises considerable challenges to established organizations which try to monetize on the sales of books, movies, music, etc. This seminar examines this complex phenomenon with examples from literary fiction and music.

Introduced by Miomir Rajcevic, Media Education Centre, Serbia.

Location: Geijersalen

"Next Generation Online: Connecting Youth, Collaboration, Production & Learning"

Workshop presented by Clifford Cohen, ANIMATION, INC., USA

Today the passive audience is diminishing with Web 2.0, the accessibility of online tools and several platforms distributing "user generated" content. Although, terms like user generated content and "DIY" media are fast becoming passé. What is emerging is "peer-generated" content or DIT (do it together) media content. By 2010 peer generated content could be a staple just as YouTube is a final destination. NOOVIEW and MashCast formed a team to exclusively deliver a dynamic communications collaborative learning platform. Scott Page will present an electrifying keynote address involving 5 countries all connected to the Internet. Live, Scott will demonstrate how NOOVIEW & MashCast collaborate online. Each country will be projected on a screen. Scott will play a short solo on his saxophone laying down the audio track. Let the mashing begin! The audience will witness the production of a video mash. There will be a youth "masher" playing in each country.

Introduced by David Kleeman, American Center for Children and Media, USA

Location: Nyqvistsalen

"Radijojo: Giving children a voice – worldwide"

Workshop presented by Thomas Röhlinger, Radijojo, Germany

Case studies: Radijojo's children's radio & online projects on all five continents.

- How to join our global network for kids by kids: Topics: children's rights, environment, culture exchange, peace, education - and pure fun!
- Technics: podcasts, rebroadcasting, coproductions, programme exchange, Internet conferences

General aspects: - participative kids media as tools of social change
- Media as voice of the emerging global civil society - Fight against commercial exploitation of kids

- Financing non-profit independent kids' media
- Questions and answers

Introduced by Dan Åkerlund, Karlstad university, Sweden

Location: Rejmersalen



FRIDAY
JUNE 18

08:15 WELCOME!

–
08:30 Entertainment by Vidar trio: cajun singing, accordion, base and guitar.

Location: Aula Magna

08:30 KEYNOTE SPEECH IX AND X
–
09:45 POLICY MAKING AND MEDIA

IX: "We Are the People We've Been Waiting For"



Presented by Lord David Puttnam, Future Labs, House of Lords, UK.

Lord Puttnam will address the challenges for children, young people and the education system in the wake of a world being transformed by digital technologies.

Introduced by Patricia Edgar, Chair WSFB, Australia

Location: Aula Magna

X: "Bolibompa – the introduction to Internet for many Swedish children"

Presented by Erik Wahlgren, Swedish Television, Sweden

Bolibompa is one of the most popular websites for Swedish kids today. The site is based on content from the Bolibompa TV show, mixed with web exclusive and user generated content. We get to hear insights from the continuous work on trying to make a safe place where the visitors are in charge and where web and broadcast is becoming a united experience.

Introduced by Adrian Mills, WSFB member, UK

Location: Aula Magna

MEDIA INDUSTRY FUTURE OUTLOOKS

"CIFEJ Promoting film production for children all over the world"

Seminar presented by Firdoze Bulbulia, CIFEJ, South Africa

Introduced by Per-Olof Olsson, World Summit Organisation, Sweden

Location: Lagerlöfsalen

"How we reached the young listeners through Web-radio and the Internet"

Presented by Dan Granlund and Doreen Kanter, Swedish Radio, Sweden

The Public Service Broadcaster, Swedish Radio has decided to transfer children's programming from the web to its largest radio channel, P4, with the aim of reaching a much younger audience. This means that children's programmes are broadcast at times when the radio audience is at its maximum and when the parents of the young children are listening as well. Is this working?

Introduced by Hedvig Bergenheim, Region Värmland, Sweden.

Location: Geijersalen

"Prix Jeunesse– New trends in Children's TV around the world"

Presented by Maya Götz, International Central Institute for Youth and Educational Television Germany and Prix Jeunesse

PRIX JEUNESSE INTERNATIONAL is the world's leading festival and competition for quality in children's and youth TV. With programmes from more than 60 countries it offers an inspiring overview on up-to-date international quality in children's programming and awards the best productions of the last 2 years. This session gives a short glance into the highlights of PRIX JEUNESSE INTERNATIONAL 2010: a selection of the best children and youth TV programmes from around the world.

Introduced by KG Lidström, Sweden

Location: Frödingsalen

09:45 WORLD CAFÉ

–
10:15 Entertainment by Gryning. Jazz music in Café Selma

Location: Aula Magna, The Library and Café Selma

**WORLD SUMMIT
EXHIBITION AREA AND
POSTERSESSION AREA**

Open every day



10:15 INTERNATIONAL PANELS x 3
–
11:00 POLICY-MAKING AND MEDIA

International delegates to follow up and discuss issues related to opening ceremony talks and key note speeches.

"Policy-making and media, from a kid's view. Future challenges in a broader perspective"

Moderator: Javad Mottaghi, WSFB member, Malaysia

Panellists: Aralynne McMane, World Association of News-papers and News Publishers – WAN-IFRA, France. Dan Granlund, Public Service Radio, Sweden. Lord David Puttnam, Future Labs, House of Lords, UK. Lúcia Araújo, TV GLOBO, Brazil.

Secretary: Patricia Castaño, WSFB member, Colombia

Location: Aula Magna

"Policy-making and media, from a kid's view. Future challenges in a broader perspective"

Moderator: Ellen Wartella, WSFB member, USA

Panellists: Erik Wahlgren, Swedish Public Television, Sweden. Robin Hamman, Headshift, UK. Vinod Ganatra, CAVEF, India.

Secretary: Anna Home, WSFB member, UK

Location: Lagerlöfsalen

"Media Literacy and Media Education - a tool IN and AFTER crisis in different parts of the world"

Moderator: Miomir Rajcevic, Media Education Centre, Serbia

Panellists: Firdoze Bulbulia, Moments, South Africa. Hania Asgari, UniteDreams, Iran. Noa Elefant Loffler, TV and Radio, Israel. Emeka Mba, Nigeria. Ping Ping Worakate, Peace Revolution, Thailand

Secretary: Erling Ericsson, Animate it!, Sweden

Location: Geijersalen

FACING THE CHALLENGES!

"Making a filmmaker – A research study of young Scandinavian filmmakers"

Presented by Øystein Gilje, Oslo university, Norway

Four researchers in Norway, Sweden and Denmark studied young filmmakers (age 15-20) in the Scandinavian countries in the project Making a Filmmaker (2008-09). The main research questions were how these young filmmakers make learning paths and find various resources for their filmmaking.

The project was an exploration of how learning experiences and contexts motivate the young filmmakers with focus on both the films and the filmmakers, who were seen as agents that bring in various identities to learning filmmaking.

The research project was related to an evaluation of the site dvoted, a web community and resource on film for young filmmakers in the Nordic countries. Hence, the dvoted site will also be presented in the session.

Introduced by Karin Forsling, Karlstad university, Sweden

Location: Rejmersalen

"Innovations in Media Literacy"

Presented by Meenakshi Vinay Rai, Chinh Early Education Web Channel, India

Introduced by Mia Marklund, City of Karlstad, Sweden.

Location: Sjöströmsalen

10:15
–
11:00



WS EDUCATION: PROMOTING CREATIVITY

"Media Education: A tool for learning, creativity and democracy"

Presented by Gianna Cappello, MED-Italian

Association for Media Education /University of Palermo, Italy

This seminar aims at reflecting on:

— the potential of Media Education in helping people to find ways of constructing a new sense of citizenship in a media-saturated world. Through ME, education (school in particular) will have the chance to open itself to society and media culture, and fill the gap between formal schooling and children's lived, media-bound experience. In order understand how ME can fully deploy its potential, we need to look at three aspects concerning children's culture and everyday life: 1) the changing role of formal education, i.e. school; the recent developments in audience research; the rapid (albeit uneven because of the digital divide) affirmation of ICTs in children's everyday life; — the rationale of media education (key concepts, motivations, method, contexts of uses, future developments, etc.).

Introduced by Patricia Castaño, WSFB member, Colombia

Location: Frödingsalen

"Swedish teachers go media literate with PIM"

Presented by Mikael Iselow, The Swedish National Agency for Education, Sweden

Increased access to new tools in schools - such as digital cameras, projectors and exciting teaching resources on the Internet - are making the use of computers in teaching ever more interesting. Thousands more of teachers in Sweden in the future will be using PIM-education. The PIM-education of a Swedish municipality wishes to implement this development for its staff, PIM-education can be used to give teachers the opportunity for examination in practical IT and media skills. Mikael Iselow, Director of Education at The Swedish National Agency for Education, makes an inspiring presentation of the successful PIM-education and its forthcoming development.

Introduced by Charu Uppal, Karlstad university, Sweden.

Location: Nyqvistsalen

"Mission possible - What's in the news for young children?"

Presented by Mats Hemberg, Newspaper in Education, Sweden

Young readers create guidelines for a democratic society and an environmental awareness. The newspaper project "Presstationen" is an activity which has grown in popularity among children and teachers in Sweden. This seminar explains:

- How working with newspapers in school can be an obvious activity that benefits reading and writing and generates content that harmonize with the curriculum.
- How to make the children interested and concerned in society and global environment.
- How this newspaper project gives parents and families an opportunity to participate in school work

Introduced by Paola Sartoretto, Karlstad university, Sweden.

Location: Fryxellsalen

11:00 LUNCH

–
12:15

Location: Restaurant Solsta Inn and 12-square

11:15 OPEN PRESENTATION FORUM

"Models and Instruments for Digital Competence Assessment at School"

Presented by Maria Ranieri, University of Florence, Italy

We will present and discuss the theoretical framework developed for the concept of digital competence as well as the related assessment tools. How digital competence can be defined and assessed? Grounding on this model, we worked out and tested two instruments (Instant DCA and Situated DCA) for the assessment of digital competence in students of Primary and Secondary School

Location: Frödingsalen

"ICT:s and Media Education in schools. The role, attitudes and behaviours of principals"

Presented by Gabriella Polizzi, University of Palermo, Italy

Principals play an important role in managing ICTs' integration into school organization and teaching, as well as in supporting education activities. In order to detect the role of principals in public schools in Palermo (Italy) we interviewed arriving principals with respect to a) their experiences with mass media both in their daily life and school environment, b) their perception of ICTs' usefulness for school organization and teaching, c) their support to teacher training plans in media education.

Location: Fryxellsalen

"ICT in primary school, to Promote Media Literacy and Active Citizenship for life long learning in a democratic, sustainable society"

Presented by Barbro Oxstrand, University of Gothenburg, Sweden

The study is carried out in a European school project in which Swedish primary pupils 11 years old, are working with pupils from different countries through an Internet portal. The study uses "mixed methods"; interviews, field studies and recorded video sequences.

Location: Sjöströmsalen

"Media Education in compulsory school: an empirical research"

Presented by Roberto Farne, University of Bologna, Italy

This presentation aims at illustrating an empirical research in order to know teachers attitudes towards the introduction of media education in Italian compulsory schools. The research has been done in 2009, involving a representative sample of teachers in three Italian regions. The topic of the research was: a) to have some indicators concerning the presence of the media education in schools; b) to know some opinions and guidelines of the teachers on media culture and role of the school; c) to define, at the end, some proposals for teacher training on media education.

We intend to present the main data of the research, in order to make comparisons, to collect observations and suggestions, to draw hypotheses for further research.

Location: Nyqvistsalen

12:15

–

13:30



KEYNOTE SPEECH IX AND X POLICY MAKING AND MEDIA

IX: "Balancing Physical lifestyle and Digital behavior through Media"

Presented by Ping Ping Worakate, Peace revolution, Thailand

The advent of socialized digital lifestyle is changing the way young people around the world think and act. Many youth are struggling to find the right balance between cyber life and reality. Many are neglecting real-world relationships and spending more time in the online world watching videos, playing online games, and updating their profiles. As a result, the bonds between individual, family, friends, and society are being weakened. Media education, when employed properly, can help youth understand the values of their true identity and their importance in real society. The integration of media education and social networking can become an important tool for helping the new generation find the right balance between their offline identity and their online avatar.

Introduced by Anna Home, WSFB, UK

Location: Aula Magna

X: "Bolibompa - the introduction to Internet for many Swedish Children"

Presented by Erik Wahlgren, Swedish Television, Sweden

See previous description at 08:30

Introduced by Regina de Assis, WSFB member, Brazil.

Location: Aula Magna

FRIDAY
JUNE 18

12:15 MEDIA INDUSTRY FUTURE OUTLOOKS

13:30 "CIFEJ Promoting film production for children all over the world"

Presented by Firdoze Bulbulia, CIFEJ, South Africa

See previous description at 08:30

Introduced by Per-Olof Olsson, World Summit Organisation, Sweden

Location: Lagerlöfsalen

"How we reached the young listeners through Web-radio and the Internet"

Presented by Dan Granlund and Doreen Kanter, Swedish Public Service Radio, Sweden

See previous description at 08:30

Introduced by Rose Pacatte, SIGNIS, USA.

Location: Geijersalen

"PRIX JEUNESSE – New trends in Children's TV around the world"

Presented by Maya Götz, International Central Institute for Youth and Educational Television Germany and Prix Jeunesse

See previous description at 08:30

Introduced by Adrian Mills, WSFB, Australia.

Location: Frödingsalen

12:15 RESEARCH FORUM: COMMUNICATION FOR SOCIAL CHANGE

14:15



Introduction by Professor Cecilia von Feilitzen, Scientific Coordinator, The International Clearinghouse on Children, Youth and Media, Nordicom, University of Gothenburg, Sweden

Moderators

"Youth Worldwide, Communication and Social Justice"

Professor Thomas Tufte, Department of Communication, Roskilde University, Denmark and M.A. Florencia Enghel, Ph.D. Candidate, Media and Communication Studies, Karlstad University, Sweden/ Argentina

Panellists

"From On Disc to Online: Expanding Digital Activism in Belarus"

Iryna Vidanova, Ph.D. candidate at Belarus State University, Belarus

"Being Read by a DJ: Youth interaction via radio and cell phones in Southeast Turkey"

Assistant Professor Ece Algan, Communication Studies, California State University, San Bernardino, Turkey

"Youth Promoting Social Change in Community - and National Media"

Mette Grøndahl Hansen, Communications Manager, ADRA Denmark, Communications Department, Denmark

Location: Frödingsalen

12:15 YOUTH PRODUCING MEDIA

14:15 "World Summit Daily News"

Youth editorial board to produce Summit documentation

"Youth workshops open to all"

I: German Radijojo World Children's Radio Network.

Presented by: Thomas Röhlinger, Radiojojo, Germany

Location: 1D 327

II: Workshop CinekidStudio.

Presented by Gaby Wildenbos and Vanessa Pattipeilohy, Cinekid, the Netherlands

CinekidStudio is a free online production and communication platform, with tools, with which young children can design, create and publish a broad range of media productions such as small games, animations, cartoons, video and music. CinekidStudio is a play-educational technology in which children are allowed to learn by doing through making their own media productions.

Location: ~~1D 328~~ 1E 424

13:30 INTERNATIONAL PANELS x 3

14:15

POLICY-MAKING AND MEDIA
International delegates to follow up and discuss issues related to opening ceremony presentations and keynote speeches.

"Policy-making and media, from a kid's view. Future challenges in a broader perspective"

Moderator: Javad Mottaghi, WSFB member, Malaysia

Panellists: Aralynne McMane, World Association of News-papers and News Publishers – WAN-IFRA, France. Dan Granlund, Public Service Radio, Sweden. Renee Hobbs, Temple University Media Education Lab, USA. Lúcia Araújo, TV GLOBO, Brazil.

Secretary: Patricia Castaño, WSFB member, Colombia

Location: Geijersalen

"Policy-making and media, from a kid's view. Future challenges in a broader perspective"

Moderator: Ellen Wartella, WSFB member, USA

Panellists: Erik Wahlgren, Swedish Television, Sweden. Robin Hamman, Headshift, UK. Vinod Ganatra, CAVEF, India. Emeka Mba, Nigeria.

Secretary: Anna Home, WSFB member, UK

Location: Aula Magna

"Media Literacy and Media Education - a tool IN and AFTER crisis in different parts of the world"

Moderator: Miomir Rajcevic, Media Education Centre, Serbia

Panellists: Firdoze Bulbulia, Moments, South Africa. Hania Asgari, UniteDreams, Iran. Noa Elefant Loffler, TV and Radio, Israel. Ping Ping Worakate, Peace Revolution, Thailand

Secretary: Erling Ericsson, Animate it!, Sweden

Location: Erlandersalen

FACING THE CHALLENGES!

"Media as a platform for social inclusion"

Presented by Stina Balkfors, Samuel Sjöblom and Azigza Nuru, Fanzingo, Sweden

In the seminar you will get examples of how Fanzingo has been working with media as a platform for social inclusion in the southern suburbs of Stockholm. We will give you some key elements and insight about how to start a media house in your local community and we will show you some examples of media productions that the youth at Fanzingo has developed in different projects.

Introduced by Ann Lundqvist, Karlstad university, Sweden.

Location: Fryxellsalen





13:30 – 14:15 "How the arts can be used as a vehicle towards nation building in a divided society"

Presented by Marlene le Roux, Artscape Theatre, South Africa

Reduce fears, anxiety and lack of knowledge amongst youth, in order to move towards knowledge, understanding and respect; Develop skills to communicate at various levels with diverse people; Identify and confront stereotypes, prejudice and biases that form barriers which prevent effective communication across cultures; To adopt an integrated approach to address diversity. And how the professional stage environment at Artscape lends itself to the teaching of life skills by combining spontaneity with discipline on stage. This tool teaches participants the basic principles of team building and trust, mutual respect and discipline

Introduced by Dan Åkerlund, Karlstad university, Sweden.

Location: Lagerlöfsalen

**UN Alliance of Civilizations network meeting:
Media Literacy Education Online Clearinghouse;
sustainability and responsibility**

Moderated by Jordi Torrent, UN Alliance of Civilizations, USA

Introduced by Marie Johansson, City of Karlstad, Sweden

Location: Rejmersalen

"Creative crossroads – children, media and communication for change"

Presented by David Kleeman, American Center for Children and Media, USA

With the advent of digital, networked media, geographic borders mean little to today's youth; they may have "friends" worldwide. Come share ideas for using media to help young people understand how children grow up "with equal dignity even under unequal circumstances" (to quote a former Danmarks Radio head of children's), and for giving children age appropriate ways to reshape the world.

Introduced by Hedvig Bergenheim, Region Värmland, Sweden

Location: Nyqvistsalen

13:30 – 14:15 WS EDUCATION: PROMOTING CREATIVITY

"Finnish Society on Media Education as a global innovation"

Presented by Anniina Lundvall, Finnish Society on Media Education, Finland

The Finnish Society on Media Education is an organization whose purpose is to promote multidisciplinary research and practices of media education in Finland. The network of the Society comprises a dozen companies, associations, unions, cultural organizations involved with child and youth work, and private individuals from various vocational branches, from all over the country. The organization operates in a multi-professional manner, combining research and practice with different branches of science. A portal for media educators produced and maintained by the Finnish Society on Media Education, www.mediaeducation.fi, was launched in the autumn of 2007. The site caters to the needs of people interested in media education and provides support to media education professionals and parents.

Introduced by Adrian Mills, WSFB member, UK.

Location: Sjöströmsalen

"Experiences and attitudes towards sexual exposure on the Internet"

Presented by Maria Nyman, Swedish National Board for Youth Affairs, Sweden

Why does young people expose themselves sexually on the Internet, and how many has sold sex for some kind of compensation? Sexual proposals are common on the Internet but is it really a problem? What are the risks and disadvantages with the Internet and how do young people deal with this? The report "Se mig - unga om sex och Internet" is about young peoples' attitudes and experiences about sexual exposure and sexual exploitation. The results are based on two large national surveys among young people aged 16-25 years.

Introduced by Solveig Nilsson Lindberg, Karlstad university, Sweden

Location: Andersalen

"MPC what is it? A unique training center for media"

Presented by Dan Nilsson, Karlstad Media Education Centre, Sweden

- MPC: What is it? A unique training center for media Education within all areas in media incl. pre press
- Mainly students in upper secondary school (age 16-19)
- Commissioned education
- University
- Companies
- Employment office
- Cooperation with media related businesses
- Radio/TV
- Newspapers (text, photo/graphics)

Introduced by Lasse Högborg, Karlstad university, Sweden

Location: 12B 150

13:30 – 15:00 YOUTH MOVING YOUTH POLICIES FORWARD

Global youth council

Rights, participation and education. Moderated by Susana Giner, Ideas Foundation, UK and Linda Raftree, Plan International, USA

Session 4: Closing ceremony presentation

Introduced by Joice Soares Tolentino, World Summit Organisation, Sweden.

Location: Ägget/Ljungbergssalen

15:30 – 17:30 GRAND HALL. WORLD SUMMIT HIGHLIGHTS. CONCLUSIONS AND RECOMMENDATIONS ON THE CHALLENGES IN YOUNG PEOPLE'S WORLD OF COMMUNICATION

2013 - Next World Summit host introduction

Location: Aula Magna

CLOSING CEREMONY



PRESENTER'S BIOS



Adrian Mills, World Summit Foundation Board, UK

Head of Business & Planning, BBC Children's. Before returning to the BBC in 2009, Adrian was Chief Executive of LGT, Head of Children's for TVO and CBC Canada, and Chair of Summit 2000 - Children, Youth and Media Beyond the Millennium held in Toronto, Canada. Adrian has over 20 years' leadership experience in education and broadcast media, responsible for the delivery of programmes on television, radio and online. He

has commissioned, scheduled and produced programmes for adults and children for public service broadcasters in Canada and the UK. A dual British and Canadian citizen, he is a UNICEF International Emmy Award winner and sits on the board of the World Summit Foundation for Children and Media. He is a member of the British Academy of Film and Television Arts (BAFTA).



Agatha Ferei, Fiji Media Watch/SIGNIS, Fiji

Mrs Agatha Ferei Furivai is currently a Media Educator at Fiji Media Watch, a non-government organization in Fiji. Her interest in Media Education began in 1999 while she was a high school teacher. Her passion to inspire students and to teach creatively led her to take up Media Education training. She is also a current member of the Fiji Media Council, the Fiji Film Censor Board, SIGNIS (Catholic World Organisation for

Social Communication) Pacific, SIGNIS World Board and SigMEP (SIGNIS Global Media Educators Network Project).



Alberto Pellai, Department of Public Health at Università degli, Italy

Medical Doctor, specialized in Preventive Medicine and Health Education, PhD in Public Health, he is also a Child Psychologist. Authors of many scientific articles and papers published nationally and internationally and of 20 books for teachers, parents, children and professionals. Child advocate and writer on children and family issues, he hosts a national radio show

targeting parents and teachers. He has extensively worked on the links between Health Education and Media Education. On this theme has published a book for teenagers and two books for teachers and public health professionals.



Alessia Rosa, MED-Italian Association for Media Education, University of Turin, Italy

Alessia Rosa is a MED' Media Educator and an educational designer. She has a graduation in Pedagogy and a Ph. D. in media education. She works in the Faculty of Education in the University of Turin. Her research interests include media education's potentiality in formal and informal learning, the use and production of educational videos and also the video-

game education activity. She wrote some texts and articles about media education in formal and informal learning.



Amanuel Teferi Mamo, Plan International, Ethiopia

Amanuel was born on February 17, 1976, in Mettu, Illubabor, Ethiopia. He holds a M.A. Degree in Journalism & Communication and B.A. Degree in Theology. Amanuel has taken several short term international and local trainings, such as, the UN-IPT Specialization Course on Child Protection & Participation in Stadtschlaining/Austria, Peacebuilding and Civic Education, Information Technology, Strategic Planning & Management,

amongst others. Since 1999, he has coordinated, developed and managed children and youth related development programs in I/LNGOs. Currently, Amanuel is the Country Sponsorship and Communication Manager in Plan International Ethiopia.



Angela Bonomi Castelli, MED - Italian Association for Media Literacy, Italy

Angela Bonomi Castelli is graphic designer, art teacher and founding member of MED (Associazione Italiana per l'educazione ai media e alla comunicazione), of which she is the coordinator for Lombardia.



Anna Home, World Summit Foundation Board, UK

OBE - Deputy Chair Chief Executive, The Children's Film and Television Foundation. Chair of The Second World Summit on Television for Children held in London, 1998 Director, Producer and Executive Producer for BBC TV's Children's programmes for over two decades, she specialised in children's dramas. In 1986 she returned to the BBC as Head of Children's Television after helping setup TVS. She has been a member

of the Councils of BAFTA and the RTS and chaired the EBU Children's Group for many years. She is a trustee of The Prince of Wales Foundation for Children and the Arts (CATA); Chair of Save Kid's TV (SKTV) and The Children's Media Conference (CMC) and a board member of The Unicorn Children's Theatre.



Anniina Lundvall, The Finnish Society on Media Education, Finland

Anniina Lundvall has worked as the coordinator for the Finnish Society on Media Education since 2007. At FSME she coordinates the web portal mediaeducation.fi and tends to all matters regarding the Society.



Anna Ragosta, Catholic University Milan, Italy

Anna Ragosta is a Media Educator, an educational designer and a free researcher. Her activities are supporting to didactic, cultural animation, media events designing and public relations. She joins in sociological researches promoted by Italian Ministry of Education, academia and other institutions and foundations. She takes part in National and European projects about education and training. She collaborates with Catholic

University of the Holy Heart in Milan about post-graduate projects management, educational projects technology based and tutoring activities management.



Ann-Britt Enochsson, Karlstad university, Sweden

Ann-Britt Enochsson is a senior lecturer at Karlstad University. Her research interest is children and the Internet from various perspectives. She has studied information seeking on the Internet and participation in virtual communities with the aim of finding ways to integrate children's life on the Internet in curricula. An important issue has been to implement ICT in teacher education. This work has been done on a local level

as well as on a policy level within the OECD-project New Millennium Learners.



Ann-Katrin Agebäck, Swedish Media Council, Sweden

Ann Katrin Agebäck is the director of the governmental Swedish Media Council and in charge of the Swedish Safer Internet Centre. She is on one of the most experienced experts in Sweden regarding children and media. As head of the Council since 1995 she has a long experience of raising media awareness and media literacy and of disseminating information and

research in the field of media use and media impact. She has previously worked as a film classifier at the Swedish National Board of Film Classification. As a consultant in the field of media influence and media regulation she has also published several reports on regulation and self regulation systems.



Anthony Lilley, Magic Lantern, UK

Anthony is Chief Creative Officer and CEO of Magic Lantern. He is a BAFTA, Royal Television Society and Peabody Award winning interactive media producer who has worked on Top Gear, Doctor Who, Teletubbies, Spooks, FourDocs, Sony Playstation, Alpha-blocks, The Guardian Newspaper and many others. He works extensively in media policy, currently as a Member of the Content Board of Ofcom as well as having advised UK government

departments including DCMS and DCSF. In 2008, he was News International Visiting Professor of Broadcast Media at the University of Oxford and has recently taken up a Visiting Professorship at Bournemouth University. He advises Arts Council England as their Digital Media Associate and is a member of the Board of the English National Opera and Chair of Lighthouse in Brighton.



Antonella di Nocera, Arci Movies, Italy

Antonella Di Nocera is a film producer and director of the no-profit organization ARCI MOVIE in Naples. After a long academic career in Theatre Studies in Italy, London Middlesex) and a FULBRIGHT Grant at CUNY University of New York, she started a strong engagement for social development and cultural promotion in Napoli, with a peculiar interest for visual arts and film education and promotion. Since then she produced projects of social documentaries in collaboration with strong partners like Indigo Film and Teatri Uniti, among these the film by Agostino Ferrente e Giovanni Piperno Intervista a mia madre. Since 2000 the experiment of Movielab and the project of a Light Cinema Movement shows the potential of film-making with kids and young people.



Aralynn McMane World Association of Newspapers and News Publishers, France & Germany

Aralynn Abare McMane is director of young readership development for the World Association of Newspapers and News Publishers (WAN-IFRA) based at the Paris office. Her responsibility covers all kinds of newspaper activities involving young people around the world. At their core, these activities encourage newspapers to support literacy projects and education through newspapers in education programmes in which thousands of teachers have used the newspaper to help teach a wide array of subjects, from counting to critical thinking.



Arvind Singhal, University of Texas, USA

Dr. Arvind Singhal is the Samuel Shirley and Edna Holt Marston Endowed Professor of Communication, and Director of Research and Outreach, Sam Donaldson Center for Communication Studies, University of Texas, El Paso. He teaches and conducts research in the areas of diffusion of innovations, communicating and organizing for social change, positive deviance, and the entertainment-education strategy. A believer in engaged scholarship, his applied research projects span a wide spectrum of social sectors including health, education, peace and human rights, poverty alleviation, sustainable development, civic participation, democracy and governance, and corporate citizenship.



Avinoam Damari, IETV-Israeli Educational Television

Avinoam is Head Of Programming Children & Youth Department, Israeli Educational Television. He is a highly qualified Executive Manager offering more than 35 years of TV production experience, currently managing up to 60 professional TV personnel. In addition, manager of a production and distribution TV company taking part for 20 years in Mip and MipCom festivals. *Management of TV and Films crews and productions *Directing TV programs/series/films/commercials *Managing and Dividing TV productions funds. *Planning and Executing productions and post-productions *Distributing Films & TV Programs worldwide



Azigza Nuru, Fanzingo, Sweden

Azigza Nuru born in Ethiopia but is currently living in Alby - Botkyrka. Azigza was one of the first young people that came to work with Fanzingo. Today he studies film and media production at the Dramatic Institute and work together with Fanzingo engaging other young people at the local youth centers in telling their story in films.



Barbro Hardersen, Norwegian Media Authority, Norway

Barbro Hardersen's role in the Norwegian Media Authority is advising in the field of children and media. The portfolio consists of providing research, information, classification and advisory to protect children, and raise consciousness around children's use of media. This is wallpapered by the UN Convention on the Rights of the Child, where media-content protection and the right for information colours different perspectives. Hardersen's background spreads from pre-school teaching in kindergartens, to a Master in Media and Communication. This combination of experiences leads to an ever-searching glance for perspectives including the youngest members of the new digital age.



Barbro Oxstrand, University of Gothenburg, Sweden

Barbro Oxstrand is a PhD student at University of Gothenburg, Centre for Educational Science and Teacher research (CUL), with postgraduate subject: Social Science Education with focus of Educational science. Her study is based on UNESCO's statement that media education is a part of citizenship and human rights education (UNESCO-Paris Agenda 2007). The study explores the extent to which Media education is able to support the Swedish school's mission according to the curriculum-94 on Media Literacy, Internationalization/knowledge of other countries, Citizenship and Values Education/Active citizenship. The study is carried out in a European school project in which Swedish primary pupils 11 years old, are working with pupils from different countries through an Internet portal. The study uses "mixed methods": interviews, field studies and recorded video sequences.



Britt-Marie Meyer, Mora Media Center, Sweden

Britt-Marie Jansson Meyer has been teaching film and media literacy since 1983. She has been involved in several international cooperations in the field of media literacy and filmmaking among kids and teenagers. Britt-Marie is the manager of Mora Media Center which is a part of the Culture School Miranda in Mora. It is owned by the municipality of Mora.



Bitte Eskilsson, Swedish Film Institute, Sweden

Born in Halmstad, Sweden. After Primary, secondary and high school moved to Stockholm and 1963-64 Nyckelviksskolan, Lidingö (Art school) 1964-69 Art School in Stockholm - graduated as drawing teacher. 1969-70 educated as film editor at the Swedish Television 1969- 1974 worked as an film editor at the Swedish Television 1974-93 worked at the Children's department at the Swedish Television as producer and project manager 1993-97 Consultant commissioner at The Swedish Film Institute 1997-2006 Head of Film & Audience at the Swedish Film Institute. 2006 - Head of Children & Youth at the Swedish Film Institute.



Bo Bergström, Sweden

Bo Bergström brings together the worlds of theory and practice. As an educational base he has a BA in History of Arts, and degrees in Communication and Pedagogic. Followed by many years as Creative Director within news supply, advertising and visual profiling. He is lecturing at universities and colleges and responsible for courses at design schools. Bergström is conducting workshops for photographers and journalists. He leads seminars for industry and works as a consultant in visual communication. Bergström has written seven books, one of them Essentials of Visual Communication is published in English, Spanish, Portuguese, Polish, Hungarian and Latvian.



Cecilia von Feilitzen, Södertörn University, Sweden

Cecilia von Feilitzen, Ph.D., is Professor in Media and Communication Studies at Södertörn University, Sweden, and Scientific Co-ordinator of The International Clearinghouse on Children, Youth and Media, at Nordicom, University of Gothenburg, Sweden. As a media researcher since 1964, she has published about 250 research reports, articles, and books - many of which have been devoted to children, young people and media.



Charu Uppal, Karlstad university, Sweden

Charu Uppal, Ph.D., is a lecturer at the Department of Communication and Media at Karlstad University, Sweden. She has also taught in Fiji and the United States.

PRESENTER'S BIOS



Christina Olin-Scheller, Karlstad university, Sweden

Christina Olin-Scheller is a researcher and teacher at Karlstad University. Her main interest is young people's reading and writing in a new media landscape in general and has a special interest in how this landscape challenges traditional ways of regarding literacy. Her thesis, *Mellan Dante och Big Brother. "En studie om gymnasielevs textvärldar"* (2006), has been followed by other books and articles which turn to

researchers, as well as teacher educators and teachers. Also, she is often engaged as lecturer for various groups of audiences.



Clifford Cohen, AnimAction, USA

Clifford Cohen founded AnimAction over 20 years ago. AnimAction is a program which works with youth media globally giving young people the opportunity to experience the joys of collaboration and creativity through animation production. It has trained thousands of youth and teachers throughout the States, Canada, the UK, Europe, Africa and Asia. As part of UNICEF's International Animation Consortium for Child's

Rights, AnimAction's youth-producers work is distributed worldwide. Every year audiences get larger. Moving into the 21st century, Clifford is Co-founder of NOOVIEW, a dynamic online collaborative communications learning platform where youth meet online to collaborate, produce and broadcast media content.



Cristina Ponte, New University of Lisbon/CIMJ, Portugal

Cristina Ponte, PhD in Communication lectures at FCSH-New University of Lisbon, Portugal. She has researched on children and media, including news media representation, TV programs for children and children as new media users. She led an interdisciplinary national Project, *Children and Young People in the news* (2005-2007), which included children and young

people's perspectives about the media and news. Vice chair of the Audience and Reception Studies Section, ECREA, she is currently coordinating the Project Digital Inclusion and Participation, with UT-Austin, and has been responsible for Dissemination in the European network EU Kids Online, lead by Sonia Livingstone (LSE, UK)



Dafna Lemish, Tel Aviv University, Israel

Dafna Lemish is Professor of Communication at Tel Aviv University, Israel; and Editor of the *Journal of Children and Media*. She has published extensively in the area, including *Screening gender on children's TV: The views of producers around the world* (2010); *Children and Television: A Global Perspective* (2007); *Children and Media at times of Conflict and War* (co-edited with Götz, 2007); *Media and the Make-Believe Worlds*

of Children: *When Harry Potter Meets Pokémon in Disneyland* (with Götz, Aidman, & Moon, 2005). Currently, she is a Visiting Professor with the Center on Media and Child Health (CMCH) of Children's Hospital Boston.



Dan Granlund, channel manager P4, Swedish Radio

The Swedish Radio channel P4 consists of 25 local radio stations, and is Sweden's most popular radio channel. P4 broadcasts regional, national and international news and current affairs. Additionally, Mr Granlund is responsible for promoting local culture and music for both adults and children. Dan Granlund has also been responsible for the youth channel P3 for several years.



Dan Nilsson, Karlstad-Hammarö Upper Secondary School, Sweden

Dan Nilsson is a teacher with a long and broad experience within Photography and documentary film production.



David Buckingham, Centre for the Study of Children, Youth and Media - Institute of Education, University of London, UK

David Buckingham directs the Centre for the Study of Children, Youth and Media at the Institute of Education, London University. His research focuses on children and young people's interactions with

electronic media, and on media education. He recently led an independent assessment for the UK government on 'the impact of the commercial world on children's wellbeing', and a major pan-European project on the internet and young people's civic participation. Among his most recent books are *'Beyond Technology: Children's Learning in the Age of Digital Culture'* (Polity), *'Youth, Identity and Digital Media'* (MIT Press) and *'Childhood and Consumer Culture'* (Palgrave).



David Kleeman, the American Center for Children and Media, USA

David Kleeman is President of the American Center for Children and Media, an executive roundtable that leads the US industry in developing sustainable and kid-friendly solutions to long-standing issues. The Center also promotes the exchange of ideas, expertise, and information as a means for building quality, and looks worldwide for best practices. David is Advisory

Board Chair to the international children's TV festival, PRIX JEUNESSE, and led North American advisors to four children's media World Summits. David is in demand as a strategist, analyst, author and speaker. He has written two book chapters and numerous articles for trade, academic and general press. David graduated from Harvard.



Lord David Puttnam OF QUEENSGATE, C.B.E. UK

David Puttnam spent thirty years as an independent film producer. His many award winning films include *The Mission*, *The Killing Fields*, *Local Hero*, *Chariots of Fire*, *Midnight Express*, *Bugsy Malone*, and the *Memphis Belle*. He retired from film production in 1998 and now focuses on his work in education and the environment.



Divina Frau-Meigs, Université de Sorbonne nouvelle, France

Divina Frau-Meigs, a Fulbright scholar, is professor of media sociology at the Université Sorbonne nouvelle, France. With degrees from the Sorbonne University, Stanford University and the Annenberg School for Communications (University of Pennsylvania), she is a specialist of media and information technologies in English-speaking countries, in a comparative perspective. She is also a research associate with CNRS.



DK, MediaSnackersWales/UK

Hey there, I'm DK, the founder of MediaSnackers—nice to e-meet you. MediaSnackers was a term I coined back in early 2006 whilst describing what young people were doing with media—the site was launched a few months later in June.

I have an educational background in communications and media, plus a professional background in local government (I was the UK's first and only Corporate Youth Officer... oooh!).

MediaSnackers basically keeps me off the streets. (The DK comes from the initials of my old name. One of the first young people I started working with called me DK and it just stuck—I never liked my old name so I adopted it fully.



Doina Bird, Barcelona International Television Festival, Spain

Born in Washington, D.C. and brought up in Wellesley, Massachusetts, Barcelona International Television Festival Director under the European Observatory on Children's Television since 2004, and Course Professor on Children and New Technologies in Master's Degree on Family Law at the University of Barcelona since 2008. Member of Educlip and Working Group

in the Catalan Broadcasting Council. Monthly participation on Spanish National Radio, Radio 4 on the program "The Other Radio" commenting on Children's Film Festivals worldwide. The program, presented and directed by Cinto Niqui, focuses on telecommunications and audiovisual culture.

**Doreen Kanter, Swedish Radio, Sweden**

Ske is an artistic director for Unga Radioteatern, the Children's Drama section. The Children's Drama section focuses on dramas based in our time, here and now. However, the department also broadcasts several old remade classics as well as many of the great adventure books for children and adolescents. Moreover, Doreen Kanter has a background of dramaturge and she also teaches at the University College of Film, Radio, Television and Theatre (Dramatiska Institutet, DI) in Stockholm.

**Douglas Rushkoff, Author/New School University, USA**

Winner of the first Neil Postman award for Career Achievement in Public Intellectual Activity, Douglas Rushkoff is an author, teacher, and documentarian who focuses on the ways people, cultures, and institutions create, share, and influence each other's values. He teaches media studies at the New School University, serves as technology columnist for The Daily Beast, and lectures around the world.

**Ece Algan, California State University, USA**

Dr. Ece Algan is an Assistant Professor of Communication Studies at California State University at San Bernardino. Her research interests include media and cultural studies, globalization, modernity, local media, international communication, media ethnography and audiences. Her current research focuses on the role that local media play in the construction of youth culture and negotiation of gender identities in Southeast Turkey. She also studies the impact of the commercialized and privatized national mediascape on Turkish cultural politics and the construction of the public sphere.

Her work has been published in journals such as Political Communication, Television and New Media, Journal of Radio Studies, The Radio Journal: International Studies in Broadcast & Audio Media, and in several edited collections.

**Elisabeth Aalmo, Norwegian Film Institute, Norway**

Elisabeth Aalmo has a degree in Cultural studies and has worked with screenings, workshops and different projects related to film education for children and youth at Norwegian Film Institute since 2002. From 2006 she has been the project manager of Move My Image.

**Ellen Wartella, World Summit Foundation Board member, usa**

Professor of Communication and Director of the Centre for Media and Human development at Northwestern University USA, Dr. Wartella is a leading scholar of the role of media in children's development. Currently she is a co-principal Investigator on a 5-year multi-site research project entitled: "IRADS Collaborative Research: Influence of Digital Media on Very Young Children" funded by the National Science Foundation.

**Elza Dunkels, Umeå university, Sweden**

Elza Dunkels is a senior lecturer in the Department of Interactive Media and Learning at Umeå University, Sweden. Her PhD thesis, 'Bridging the distance: children's strategies on the internet' was published in 2007 at Umeå University. Her research interests include young people's internet use in general, and their strategies against threats in particular.

**Erik Wahlström, SVT, Sweden**

Erik Wahlgren is working at SVT as concept developer for the children's web. SVT is a national public service television broadcaster based in Sweden. The range for children includes the TV channel "Barnkanalen" and a web with games, video and interaction. Bolibompa is the best known brand for children within SVT.

**Eva Westergren, FilmCentrum, Sweden**

Eva Westergren works at FilmCentrum in Stockholm as a projectleader and filmeducator. She also lectures about film both for teachers and students all ages and has newly released a book (I Filmnens fotspår - rreflekterande samtal om film, Bonnier utbildning) about different methods how to work with film in school.

**Eva-Lis Sirén, Education International, Sweden**

Eva-Lis Sirén is a primary education teacher with the emphasis on children with special needs and since 2001 elected President of Lärarförbundet (Swedish Teachers' Union). Lärarförbundet is the largest professional trade union for teachers and head teachers in Sweden from early childhood to higher education. With 225 000 members Lärarförbundet provides a strong voice for quality development of education and the teaching profession. Since 2004, Eva-Lis Sirén is an Executive

Board Member of Education International (EI), the world organisation for 30 million teachers and education personnel in 172 countries.

**Firdoze Bulbulia, Moments Entertainment, CIFEJ, South Africa**

Firdoze is a director, producer, writer and educator. The initial part of her career saw her actively involved as an activist in women and children's movements, using theatre and art as mediums of expression and for conflict resolution. She worked in many developmental programmes and facilitated many workshops in the 'child rights' arena. She was involved

in the establishment of the South African Charter on Children's Rights and also participated as well as prepared the South African child that represented AFRICA at the International Human Rights Conference in Vienna in June 1993. These projects were all under the auspices of the National Children's Rights Committee and UNICEF.

**Florencia Enghel, University of Sao Paulo, Brazil**

Florencia Enghel is a communicator, with experience as a practitioner, postgraduate teacher and consultant in the field of communication for development and social change. She holds a degree in Pedagogical Sciences (University of Belgrano, Argentina) and a Master in Communication for Development (Malmö, Sweden). Since 2005 she is the editor of Glocal Times, a web magazine on communication for development published by Malmö University's Master in Com-

munication for Development.

**Fredrik Holmberg, Filmpedagogik.nu, Sweden**

Fredrik Holmberg started the film- and media education operation at Filmpedagogerna in 1992 before moving on to be part of the resource centre Film i Skåne that started in 1995. There he was involved with the Children and young people's Film festival, BUFF. In 2003 he initialized the organization of Filmpedagogik.nu.

**Gaby Wildenbos, Cinekid, the Netherlands**

Gaby Wildenbos has a background in media studies and worked as an online media consultant at a digital marketing agency, which makes that she is well up-to-date on the recent developments within media. Recently, she combined her background with her interests in media literacy of children at Cinekid as a 'senior producer education'. At Cinekid she is responsible for the developments within the platform 'Cinekid-studio.nl' and creates new concepts for this platform related to

media literacy, together with the education department within Cinekid.

PRESENTER'S BIOS



Gianna Cappello, MED-Italian Association for Media Literacy, Italy

Gianna Cappello teaches Media Sociology at the University of Palermo. She is co-founder and current president of MED, the Italian Association for Media Education. Her research interests include media and cultural studies, and the relationship between children and the media. She is also interested in studying the pedagogical and sociological aspects of Media Education. She has been visiting professor in China and Venezuela and attended several national and international conferences about her research topics. Among her latest publications, a co-edited book on communication and multiculturalism as well as a book on children, media and media education in the Italian school system.



Ibrahim Saleh, University of Cape Town, South Africa

Ibrahim Saleh, PhD, Convenor of Political Communication in the Center For Film & Media Studies, University of Cape Town, South Africa. Saleh is a Fulbright scholar & a senior media expert in the "Media Sustainability Index (MSI), the Middle East and North Africa (MENA). Saleh chairs the Journalism Research & Education Section in the International Association for Media & Communication Research (IAMCR). Saleh also serves as a Global 'Partner Organization' of the UN Alliance of Civilizations Media Literacy Education Clearinghouse, & a 'Liaison Officer' of the Academic Council on the United Nations System (ACUNS) in the Middle East & North Africa. Saleh is also a member of the International Council of World Journalism Education Council Organizations.



Hans Rosling, Gapminder, Sweden

Hans Rosling is professor of International Health at Karolinska Institutet, the medical university in Stockholm, Sweden. When working as a young doctor in Mozambique he discovered a formerly unrecognized paralytic disease that his research team named konzo. His 20 years of research on global health concerned the character of the links between economy and health in Africa, Asia and Latin America. He has been adviser to WHO and UNICEF, co-founded Médecines sans Frontières in Sweden and started new courses and published a textbook on Global Health. He is member of the International Group of the Swedish Academy of Science and of the Global Agenda Network of the World Economic Forum in Switzerland. He co-founded Gapminder Foundation (www.gapminder.org) with son and daughter-in-law. Gapminder promotes a fact based world view by converting the international statistics into moving, interactive, understandable and enjoyable graphics. Using animations of global trends Hans Rosling lectures about past and contemporary economic, social and environmental changes in the world and he produces thematic videos using the same technique. His award-winning lectures on global trends have been labeled "humorous, yet deadly serious" and many in the audience find their own world view to be some decades too old.



Ilma van de Beek, Cinekid, the Netherlands

From 2007 Ilma van de Beek has been the Head of the Education Department at Cinekid. She graduated at the University of Utrecht, Faculty of Humanities – Media Studies. Ilma is specialised in Film, Television and New Media, and Media Education. She has worked as coordinator for the Dutch Institute for Film Education - where she worked with school screenings, festivals, workshops, and other projects related to film education - and V2_Institute of Art and Technology.



Irma Hirsjärvi, University of Jyväskylä, Finland

Ph.D Irma Hirsjärvi works as a researcher in the Research Centre for Contemporary Culture, University of Jyväskylä, Finland. She is one of the researchers of the Global Comparative Research of Youth Media Participation (YMP). Her background is in literature, culture studies and creative writing, and she did her doctoral research on the networks of science fiction fandom. She has several publications on fandom, fantasy and creative writing.



Iryna Vidanava, Lazarski University, Belarus

Iryna Vidanava has been active in promoting civil society and independent media in Belarus for more than a decade. She is the founder and editor-in-chief of 34 Multimedia Magazine, an award-winning independent youth publication. Ms. Vidanava has also served as International Coordinator for the Assembly of Pro-Democratic NGOs, Belarus' largest third sector umbrella organization, and held leadership positions at the Belarusian Students' Association and Youth Information Center. She is teaching a graduate course on public policy at the European Humanities University in Vilnius. Currently, Ms. Vidanava is an associate scholar at Lazarski University of Commerce and Law in Warsaw.



Isabel Gatti, Signis- The World Catholic Organization for Communications, Argentina

Isabel Gatti is a Communication professor and expert, with more than 20 years of experience in Media Education. She conducts research promoted by the non-profit organization La Cruzia Centre of Communication and other institutions and foundations. She develops communication projects, especially in the fields of Public and Institutional Communication. She edited two books on Communication and Culture for Media Education Courses given in Argentine schools. She works as an on line tutor for Communication and Socio-cultural Practices Subjects and collaborates with Catholic associations on tutoring activities management.



Jan Vincens Steen and Paal Stensaas, SteenMedia.no and Markhi AS

Jan Vincens Steen, Steenmedia.no; Former Director of Newspapers in Education (NIE) in Norway, and a co-founder of the World Young Reader YR) Committee. Steen has written books and contributed with articles on YR for decades. he has helped establishing YR programmes in several countries, e.g. Laos, Indonesia, Thailand and Serbia. In 2009 he works on a UNICEF Norway project in connection with 20 years anniversary of the UN Convention of Children.

Pål Stensaas; communication consultant, Markhi AS with 35 years of experience as business staff reporter in Aftenposten, editor in chief for local newspapers, managing editor for Aftenposten's evening edition, spokesman Norwegian oil company and communication director for a global company. Resource for World Association of Newspaper's World Young Reader Committee.



Janice Richardson, Insafe Network, European Schoolnet, Belgium

Born in Australia, Janice Richardson has worked as a teacher, university lecturer, educational researcher and consultant in Australia, France, Luxembourg and Belgium. She is author of two books and many articles on the pedagogical use of ICT and the development of e-literacy. Since 2004 Janice has worked in Brussels at European Schoolnet, an umbrella organisation that works with teachers and pupils to improve learning strategies through the integration of online technology. As Senior Adviser, she defines strategy in the area of eSafety and coordinates the Insafe network, set up and mandated by the European Commission in 2004 to raise internet safety awareness across Europe.



Javad Mottaghi, World Summit Foundation Board, Malaysia

Dr. Javad Mottaghi is currently the Director of the Asia-Pacific Institute for Broadcasting Development (AIBD). He was appointed as the next Secretary-General of the Asia-Pacific Broadcasting Union (ABU) on 8 January 2010. Dr Mottaghi has 30 years of national and international experience in media/communication in the following areas: International Affairs, Media/Communication Development and Broadcasting, AV productions and co-production, ICTs, capacity building, networking, research, publications, negotiations, fund raising, news and programming for radio and television, social and cultural television programs and sports coverage.



Jean Kilbourne, Wellesley Centers for Women, USA

Jean Kilbourne was the first person to suggest that advertising contributes to some serious public health problems, such as violence against women, eating disorders, and addiction, and to promote media literacy as a tool for prevention. Her award-winning films include *Killing Us Softly*, *Slim Hopes*, and *Spin the Bottle*. She is the author of *Can't Buy My Love: How Advertising Changes the Way We Think and Feel* and *So Sexy So Soon: The New Sexualized Childhood and What Parents Can Do to Protect Their Kids*. She holds an honorary position as Senior Scholar at the Wellesley Centers for Women.



Jeffrey Chester, The Center for Digital Democracy, Washington, DC

Jeff Chester is the executive director of the Center for Digital Democracy. CDD is a leading U.S.-based NGO analyzing the impact of digital marketing communications on citizens and consumers. Chester's research and advocacy has played a key role in encouraging the U.S. FTC, the Congress, and the EU address the impact of behavioral advertising, and other interactive marketing techniques, on privacy, public health, and the economy.



Jim McDonnell, SIGNIS, UK

Dr Jim McDonnell acts as Director of Development for SIGNIS (the World Catholic Association for Communication) where he is currently developing a global media monitoring project on the portrayal of children in the news media. He is an internationally known speaker, writer and adviser on all aspects of communications, broadcasting and media. He has run seminars, training workshops and courses in Europe, Asia, Africa and North America. As well as running his own PR business, McDonnell Communications, he is an honorary visiting Fellow of Leeds Trinity University College and a member of the Chartered Institute of Public Relations (MCIPR).



Joana Ivarsson Vitório, Save the Children, Sweden

Joana Ivarsson Vitório is fascinated by what happens when children and youth give their voice to issues that are important to them. She has a background in Political Sciences, Human Rights and Documentary Film and has worked with human rights issues and media in Sweden, Spain, Brazil and Nicaragua. Since 2008 Joana is working as project leader for Save the Children Sweden and has developed the work with participatory video within the organization. "To take part in a process when children learn to produce media is amazing as it means it is themselves giving voice to their own reality. It further opens up for children and youth to be the main actors in a process of change", says Joana.



Joost Broersen, Cinekid, the Netherlands

Joost Broersen is project manager New Media at Cinekid Festival. He studied Interaction Design at the Utrecht School of the Arts in The Netherlands. He has a passion for children's media and everything in Japan. Cinekid Festival is an annual Film, Television and New Media Festival for Children that is held in Amsterdam, the Netherlands. During the autumn break more than 40,000 children visit Cinekid. The festival presents: feature films, children's documentaries, short films, animations, TV series and single productions, cross-media productions, interactive installations, games and workshops.



Josef Huber, Council of Europe, Belgium

Josef Huber works in the Education Directorate of the Council of Europe, where he is currently responsible for activities in the field of intercultural education and for the "Pestalozzi Programme", the Council of Europe programme for the training of education professionals.



Julie Gale, Kids Free 2B Kids, Australia

Julie Gale is the founder of Kids Free 2B Kids. She is also a comedy writer and performer and has performed her one woman shows at the Melbourne International Comedy Festival. Julie has been raising public, corporate and political awareness about the sexualisation of children since February 2007. She has generated great media interest about the issue and has appeared on television, radio and in newspaper articles throughout Australia and internationally. Julie's work has instigated changes to the Australian children's advertising codes and she also helped to instigate last year's senate inquiry into the sexualisation of children in the contemporary media environment. Recently Julie received a national leadership achievement award from the Centre for Leadership for Women.



Kara Chan, Hong Kong Baptist University, Hong Kong

Dr. Kara Chan is Professor at the Department of Communication Studies, Hong Kong Baptist University. She worked in the advertising and public relations profession and as a statistician for the Hong Kong Government before she joined the University. Her research areas are about Hong Kong and China's mass communication, advertising and consumer psychology. She was a Fulbright Scholar at Bradley University, Illinois for 1999 to 2000 and a visiting professor at Copenhagen Business School in the summer 2006 and 2007. She is co-author of "Advertising to Children in China" and editor of "Advertising and Hong Kong Society".



Karen Cirillo, UNICEF, USA

Karen Cirillo is the Executive Producer of Children's Broadcasting Initiatives at UNICEF in New York. She coordinates the International Children's Day of Broadcasting (ICDB) and the annual ICDB Awards and Conference. She also co-coordinates the global oneminutesjr. initiative and conducts video workshops with young people in countries around the world. In her (not so) spare time, she serves as a documentary film programmer for festivals and screenings.



Kathryn Montgomery, School of Communication at American University, USA

Kathryn Montgomery has been a Professor in the School of Communication at American University since 2003. Prior to her return to academe, she was President of the DC-based Center for Media Education (CME). During her 12-year tenure at CME, Montgomery's research, publications, and testimony helped frame the national public policy debate on a range of critical media issues. She led a coalition of child advocacy, health, and education groups in a series of successful advocacy campaigns, leaving behind a legacy of policies on behalf of children and families. They include: a Federal Communications Commission rule requiring a minimum of three hours per week of educational/informational television programming for children; a content-based ratings system for TV programs; and the first federal legislation to protect children's privacy on the Internet—the Children's Online Privacy Protection Act (COPPA).



Kristina Alexanderson, Webbstjärnan (The Internet Infrastructure Foundation), Sweden

Kristina is a teacher in Swedish and Social Science. She currently works as both as an education expert, and as a teacher in secondary school. Her work integrates social media as a collaboration tool in the classroom.



Lars-Erik Hall, Newspaper in Education, Sweden

Lars-Erik is a NiE-consultant in the western part of the region called Småland, which is situated in the southern parts of Sweden. He has worked as teacher in the comprehensive school for 20 years. The last 15 years Lars-Erik has worked for NiE. Since 2009 he is also the educational advisor of the Swedish Newspaper Association.

PRESENTER'S BIOS



Lawrence John Sinniah, SIGNIS - The world Catholic organization for communications, Malaysia

Lawrence John Sinniah @eljay is the president of SIGNIS Asia and coordinator of the SIGNIS Global Media Education Project. He is the fulltime director of the Social Communications Centre of the Archdiocese of Kuala Lumpur. Lawrence is a media educator with more than 20 years experience in media and communications, and has trained youths in media education and media production. Lawrence is a creative consultant to Public Media Agency, based in Kuala Lumpur. PMA is a social enterprise impelling communication for sustainable cultural change.(www.publicmediaagency.net)



Lena Sundberg, Morkarbyhöjden School, Sweden

Lena Sundberg is the teacher of visual arts at Morkarbyhöjden School. Working with moving images is a part of the curriculum for the visual art subject and Lena has put extra effort to get suitable equipment to the school and let all her students develop their skills in this field. Lena always tries to cooperate with other teachers in her school and now the benefits of filmmaking has spread to lots of subjects.



Linda Raftree, Plan International, USA

Linda Raftree is the Social Media and ICT Advisor for Plan International's West Africa Region. She supports capacity building for strategic integration of new tools and technology such as mobile phones, GPS, mapping, internet, into Plan's community development work. In addition, Linda coordinates the Youth Empowerment through Arts and Media project funded by Nokia in 8 African countries, and she contributes to Plan globally in the areas of Youth Engagement and Development Education. Linda is the former Director for Youth Engagement at Plan USA. Prior to that she worked on child rights and child media programs with Plan El Salvador.



Line Arlien-Søborg, Danish Film Institute, Denmark

Line Arlien-Søborg, Development Consultant at The Danish Film Institute, is focusing on film education and media literacy for pre-school children. The vision of DFI is to strengthen the relationship between the art of film and the very young audience. For five years DFI has given high priority to distribution of films to pre-school children and qualifying pre-school teachers. Pre-school cinema screenings, Børnebiffen, are presented throughout the country all year round. FILMHITS FOR BØRN is a serial collection of short films and documentaries distributed on dvd to the libraries. Filmpilot is a newly developed training course for pre-school teachers, focusing on how to teach film and play with film in kinder garden. The film consultants are focusing on motivating the professional film industry to produce more quality-films for the pre-school audience.



Lúcia Araújo, Globo Organizations, Brazil

Lucia Araújo is a Brazilian journalist and currently runs Canal Futura, an educational TV channel and a communication project created by Roberto Marinho Foundation, integrated to GLOBO's Organizations System and designed to support social change and education improvement. She started her career as a writer and managing editor at TV Bandeirantes and later on worked as a director of journalistic programs at TV Cultura. During two years she lived in Washington DC where she worked as a free lancer reporter for Brazilian newspaper Folha de São Paulo, covering cultural, behavior and business areas. Back to Brazil, Lucia joined independent production companies in the development and coordination of documentary and educational series for different free and payTV channels. Until 1999, when she took over the position of general director at Canal Futura, she worked for CNBC (Cable NBC) in Brazil and again for TV Bandeirantes as head of news and journalistic programs.



LYNN HUGHES, PIDGE PRODUCTIONS/Discovery Channel GLOBAL EDUCATION PARTNERSHIP, USA

Lynn Hughes is an award winning producer/writer/director who has established a formidable track record for leading educational and informational video projects. Her work has aired in classrooms and on networks across the globe, including History Channel, Discovery, BBC, Channel 4, and others. Lynn understands that communications and media are key in modern life. Given the limitation of our senses, having a grasp of the world beyond our personal and immediate experience requires that media inform us. Understanding war, diplomacy, environmental conditions, science, and cultures requires individuals and whole societies have ready access to technologies that connect and integrate over vast distances.



Lena Victorin, Newspaper in school, Sweden

Lena Victorin, Manager of Mediekompass (Newspaper in Education in Sweden) at the Swedish Newspaper Association. Lena Victorin is a award winning youth author and has a background as program host and reporter at Swedish Public Radio.



Manisha Shelat, University of Wisconsin-Madison, USA

has over twenty years of professional experience in communication practice, education and research, with special interest in civic engagement, development support communication, young people's media cultures, media literacy/education, and gender. Currently she is pursuing her second doctorate at the School of Journalism and Mass Communication, University of Wisconsin-Madison with a PhD minor in Women's Studies. She continues her post-doc research on young people and new media. She earlier taught at the Faculty of Journalism and Communication, The Maharaja Sayajirao University of Baroda, Vadodara, India and the King Mongkut's University of Technology Thonburi, Bangkok, Thailand.



Marlene le Roux, Artscape Theatre Centre, South Africa

Director: Artscape Theatre Centre: Cape Town . South Africa. Commissioner in the South African Presidency: Commission for the Protection , Promotion and the Rights of Culture,Religion and Linguistic Communities (CRL) Civil Society Representative for Western Cape Government on the Youth Academy Board: Chrysalis. Chairperson and founder of the Certificate for Youth Trainers (CYT). A skills and leadership youth development program sponsored by Western Cape Social Development Department and the French Foreign Ministry.



Martin Brandt-Pedersen, Danish Film Institute, Denmark

Martin Brandt-Pedersen works at the Danish Film Institute/ Children & Youth – a department established to consolidate the strong position of Danish films for children and youth. He works as a consultant in the field of film education and he is project manager for Filmstriben – a streaming video service for schools and libraries in Denmark. His main focus is to explore and evolve the use of film in learning processes of all kind in Danish schools from primary to high school.

**Martin Rydehn, Amnesty International, Sweden**

Martin Rydehn is the founder and project manager of Angeläget that is run by Amnesty International and KulturUngdom. Angeläget started as a regional project but is now a significant participant in Sweden when it comes to education about human rights. Martin has great experience from working in marketing communication and has been teaching several years in high school.

**Mary Ann Dudko, Mad Duck Consulting, LLC, USA**

Mary Ann Dudko, Ph.D. is an internationally recognized expert in developing age appropriate content for children's media. She provided consultation, support, and research services for all properties produced by HIT Entertainment, including Barney & Friends, Bob the Builder, Thomas & Friends, and Angelina Ballerina, for over 16 years. She was responsible for assuring that projects were age appropriate for the intended audience. Dr.

Dudko is a frequent presenter at national and international organizations for educators and media professionals. She resides in the Dallas, Texas area, where she owns Mad Duck Consulting, LLC, developing age-appropriate content for children's media.

**Massimiliano Andreoletti, Catholic University Milan, Italy**

Massimiliano Andreoletti is a Media Educator, an educational designer and a teacher in Faculty of Education in Catholic University of the Holy Heart in Milan. He has a graduation in Pedagogy and a Ph. D. in Communication and New Technology, his interests are connected with educational technology and, in particular, with Virtual Reality, videogames, personal learning

environments. He wrote some texts and articles about video game and education. He worked with teacher and educator about use of video games in formal and informal learning and with children, "twens" and adolescent about video games' use, appropriation and consumption.

**Mats Hemberg, Newspaper in Education, Sweden**

Mats Hemberg is a consultant for Newspaper in Education (NIE) on the west coast of Sweden. Mats have worked as a teacher in the comprehensive school for 18 years and in a teacher training college for 4 years. The last 20 years Mats has worked for NIE and one of Sweden's largest Newspaper Göteborgs-Posten.

**Maya Götz, PRIX JEUNESSE, Germany**

Maya Goetz, Ph.D., is Head of the International Central Institute for Youth and Educational Television (IZI) at the Bayerischer Rundfunk (Bavarian Broadcasting Corp.), Munich, Germany, and of the PRIX JEUNESSE Foundation. Her main field of work is research in the area of "children/youth and television" and gender-specific reception research. She conducts empirical studies such as, "Gender representation in children's TV and its

meaning for girls and boys" or "What's funny in TV?" and over 50 formative studies to foster quality in current TV programmes. She published several books as well as more than 65 articles in the field of children, young people and television.

**Menno van Doorn, VINT Research, The Netherlands**

Menno van Doorn is an engaging storyteller and director of the Research Institute VINT of Sogeti in the Netherlands (Vision – Inspiration – Navigation – Trends). He mixes personal life experiences with the findings of the 15 years of research done at the VINT Research Institute. Menno has co-authored three books on the impact of new technology on business and society. The most recent one is called "Me the Media". Menno

received the Computable Award for the research done in the field of open innovation and business transformation in October 2007.

**Mike Jempson, Director MediaWise, UK**

Mike Jempson is Director of the journalism ethics charity MediaWise, Visiting Professor in Media Ethics at the University of Lincoln, and a Senior Lecturer in Journalism at the University of the West of England. He has 35 years experience as an author, journalist and trainer, and has devised a delivered training programme for media professionals in more than 40 countries. He produced for UNICEF The Media and Children's Rights, a handbook now in its third edition and in use globally. He also helped to devise The Oslo Challenge and the MAGIC website www.unicef.org/magic

**Miomir Rajcevic, Media Education Centre - International Youth Media Summit, Serbia**

Miomir Rajcevic has, like director and cinematographer, more than 30 years experience in filming and producing films for TV in several hundred projects covering documentaries, educational, theatrical ... President of the Media Education Centre, President of the Media-TION, Head of Media Laboratory;

Vice-President of the CIFEJ; Director, Cinematographer and

Scriptwriter working as an author/co-author on serials: At The Edge of Permitted ; The Color of my Life ; My Beautiful Country ; One Step, Two Steps; Friends, Author of TV serial for youth PORTRAITS, Author of TV serial TRIPTYCH about young people with special needs; Balkan PLUS! KFK Festival, General Manager; Executive Director of the International Youth Media Summit.

**Mira Feuerstein, Oranim Academic Educational College**

I'm the head of the Media Studies department at Oranim Academic Educational College in Israel, and also serve as a lecturer in the Media & Education departments. My fields of specialization are media literacy education and critical thinking, which were the subjects of my doctorate, granted by the University of Liverpool, England about eight years ago. Since

then I have conducted a number of research studies in the context of media literacy and critical thinking education. I have engaged in media studies, research, material development and teaching, and I have already published six textbooks on teaching media education and articles in Israel and abroad.

**Monika Vikström-Jokela, YLE - the Finnish Broadcasting Company**

Born 1960. Writer, TV producer. Has worked for 30 years as the producer/writer/director/co-producer of TV programmes for children, everything from drama to live morning shows.; also as the head of the department for Children, Youth and Educational programmes in the Swedish section of the Finnish Broadcasting Company YLE. Lectures about

themes related to children and media; the role of traditions and ethics in working with children; writing for children Publications: 8 children's books (Ellen Annorlunda 2001, Stjärnroller och magplask 2002, Ellens annorlunda sommar 2003, Ellens annorlunda chat 2004, Ellens annorlunda sommar 2005, Ellens annorlunda tävling 2006, Morris och Leia 2008, Morris, Leia och papporna 2009) ; a Manual for those who want to integrate religious traditions and celebrations in their work with children (Helgdagsboken); a book for children about sorrow and loss.

**Naiya Roussou, University of Nicosia, Cyprus**

Dr. Nayia Roussou is a Professor and Chair of the Communications Department, University of Nicosia, Cyprus, since 1995. She holds a BA and an MA in Communication (Indiana University, Bloomington, USA) and a PhD (Coventry University, UK). She has worked in different capacities with the Cyprus Broadcasting Corporation, retiring as Head of Public and International Relations. She has researched, scripted and directed

over 25 television documentaries about cultural life in Cyprus and has represented Cyprus in many media and literature conferences. She has 15 book publications (literature and media) and many journal publications in English and Greek on topics like television and youth, culture, language and identity, gender representation on television and television and violence, as well as internet issues.

PRESENTER'S BIOS



Niklas Eklöf, Swedish Consumer Agency, Sweden

Niklas Eklöf is a public relations officer at the Swedish consumer agency, specialized in issues concerning child and youth purchasing habits. Eklöf has a background within journalism and teaching, and has in recent years led projects on hidden marketing and financial education.



Ole Chavannes, Free Voice's Kids News Network

Ole Thomas Chavannes (1975) is a Dutch journalist, program manager of the Kids News Network, a program from media development organization Free Voice. Chavannes has worked for radio, newspaper, magazine, television and internet(video) and has traveled a lot for journalistic productions. Since 4 years he has dedicated himself to help journalists in developing countries to start up their own youth news program for TV and internet. From funding, to broadcasting, Chavannes shares learnt lessons from previous projects and organizes workshops and summits with the world best experts on how to make quality news for children for television and online.



Patricia Castano, World Summit Foundation Board Member, Colombia

Patricia studied Social Science, in Colombia and Wales (UK) and Direction and Television Production at the BBC/ Open University and Elstree TV training centre. She has worked with the BBC as local producer for the series Made in Latin America. In 1986, with colleague Adelaida Trujillo she founded CITURNA PRODUCCIONES - a leading production house for children's and educational television as well as social, political and environmental documentaries in Colombia. Citurna's productions have been commissioned by European public TV, awarded international distinctions (those for children include INPUT, EMMY, IDFA, Prix Jeunesse and Prix Jeunesse Iberoamericano). Documentaries have been broadcast by more than 30 international channels.



Patricia Edgar, AM – Chair, World Summit Foundation Board, Australia

Dr Patricia Edgar AM. Founder and inaugural head of the Australian Children's Television Foundation (ACTF). She was the architect of the Australian Children's Television Standards and founder of the World Summit Movement, hosting the first World Summit on Media for Children in Melbourne in 1995. She is a teacher, researcher, producer, writer and experienced policy maker. Her programs have garnered more than 100 national and international awards. She is the author of 10 books, numerous articles and reports and widely recognized as an authority in the media field



Patrik Wikström, Jönköping University, Sweden

Patrik Wikström is research fellow and research manager at the Media Management and Transformation Centre at Jönköping International Business School. His primary research area is the innovative and adaptive behaviour of entertainment and media firms. He has done research on business models in the music industry; magazine publishers' use of social media; the competitive behaviour of independent TV producers; and on young women's collaborative production of online fiction. Wikström has published his findings in several book chapters and journal articles and he has also recently completed the book "The Music Industry - Music in the Cloud" (Polity). Wikström has a PhD in Media and Communication Studies from Karlstad University and a MSc in Technology Management and Economics at Chalmers University of Technology.



Per-Olof Olsson, Mediegruppen, Sweden

For many years he worked as a sports editor for the national Swedish news agency TT and covered seven Olympic games, world cup soccer, four Wimbledon tournaments and many other events. He was also the sports editor of daily newspaper Svenska Dagbladet in the late 1990:s. After moving from Stockholm to Karlstad 1998 Per-Olof Olsson became the manager of the regional public service radio station in Karlstad for five years.

After that he was the editor in chief of daily newspaper Värmlands Folkblad for five years. Per-Olof Olsson now works as a consultant for the communication bureau Mediegruppen, with seminars and practical training around media relations and how to act in front of a tv-camera.



Pierpaolo de Luca, MED - Italian Association for Media Education, Promedia2000, Italy

Senior partner and founding member of Promedia2000, a Multimedia company that produces video, documentaries, web services, media tools for specific company needs (mainly training courses and promotion). Promedia2000 organizes E-Learning post-graduate courses on Multimedia, IT and Media education, for Universities in Italy and abroad. As independent filmmaker, De Luca has realised many documentaries for Italian TV Broadcasters. Councillor Treasurer of MED Italian Association for Media Education. Lecturer for the Faculty of Communication Sciences, "La Sapienza" University of Rome.



Ping Ping Worakate, Peace Revolution, Thailand

Ping Ping Worakate was born in the heart of Bangkok and raised in the Chinese-Thai culture. Working at the International Buddhist Society for almost nine years gave her immense experience in the fields of public relations, communications, and media production. She was invited to present one of the most popular national peace education projects in Thailand at the international youth conference in Geneva and in New York.

For this project, she had to produce all publications and motion pictures, including scriptwriting and directing the film. Presently, she is the Executive Director of the Peace Revolution Project and also one of the committee organizing the "2010 Peace Revolution Conference: Global Peace on the Move".



Regina de Assis, World Summit Foundation Board, Brazil

Former Brazilian Professor of Education, Secretary of Education to the City of Rio, Founder and President of MULTIRIO, The Municipal Multimedia Company connected to more than one thousand early childhood and elementary schools in Rio. As President of MULTIRIO Regina produced many award winning programs for television, and books for children, teachers and parents. She was the Chairperson of the 4th World Summit. Regina is a member of the group of founders of the United Nations Alliance of Civilizations, UNAOC, Media Literacy Education Online Clearinghouse, a member of the Overseas Council for the European Observatory for Children's Television (OETI) based in Barcelona, Spain. She has been a consultant for UNESCO and is Chairperson of the International Seminar on Audio Visual for Children and Adolescents in São Paulo, Brasil 2010.



Renee Hobbs, Temple University Media Education Lab, USA

Renee Hobbs is one of the leading scholars on media literacy education in the United States. She is a professor at Temple University's School of Communications and Theater, where she founded the Media Education Lab. She has created numerous award-winning multimedia education programs to help teachers integrate media literacy education into the K-12 curriculum and conducts research exploring how media literacy contributes to academic achievement and literacy development. With her team at the Media Education Lab, she created My Pop Studio, an online multimedia game that introduces girls ages 9 – 14 to media literacy concepts. Hobbs has also developed curriculum materials and staff development programs for K-12 educators showing how media literacy can be a tool to increase cultural understanding between the so-called Western world and the so-called Muslim world. She is now working on a project entitled Powerful Voices for Kids, that offers elementary schools a comprehensive approach to staff development, technology integration and media literacy.



Ricardo Yanez, SIGNIS, World Catholic Association for Communication, Belgium

Born in Los Angeles, he has expertise as an audiovisual media trainer (1991-2003), he was the Executive Secretary of OCIC-Argentina from 1998 to 2002 and Vice-President of SIGNIS-Argentina (2002-2003). From 1994-2003 Ricardo worked as the Assistant to the Executive Secretary of the Social Communication Commission (CECS) of the Catholic

Bishops Conference of Argentina. He was a member of the Ecumenical Juries at the Berlin (2000) and Montreal (2002) film festivals and member of the SIGNIS Juries at Film Festivals in Mar del Plata (2002 and 2006) and in San Sebastian (2006 and 2008). Has coordinated cine- forums of "Young people and values" with teenagers at high schools and "Faith and Social Awareness" with adults in parishes. Since July 2003 he is the Assistant Secretary General of SIGNIS, World Catholic Association for Communication, based in Brussels, Belgium.



Robert Kallström, Karlstad-Hammarö Secondary Upper School, Sweden

Robert Kallström is a teacher with a long and broad experience within Film/Television and sound production.



Robin Hamman, Edelman Europe, UK

Robin Hamman has over ten years experience devising, implementing and managing social media projects, particularly within the broadcasting and media sector. Prior to joining Headshift and recently Edelman Europe, Robin was the head of blogging at the BBC and, before that, executive community producer for Granada (now ITV). Robin, who is also a visiting fellow at both City University London, where he occasionally teaches on

various Post-Graduate Journalism courses, holds a BA in Education, MA in Sociology, MPhil in Communication Studies and a Pg Dip in Law.



Rodolfo Zúñiga, We are Landskrona, Sweden

is a Costa Rican living in Sweden for the last four years. As a social anthropologist with master in Human Rights and Peace Education, Rodolfo has been focusing on identity in the society and how cultural heritage is used by youth as an identity element and also as a possibility to sustainable economic growth. During the last eight years, Rodolfo has been collaborating with the international organization

CISV International as the chair of the International Educational Content committee taking care of the educational proposal of the organization. Nowadays Rodolfo is working as a LA Stories project leader in Landskrona for the Non profit organization Vål (Vi är Landskrona/We are Landskrona), he started three years ago together with some other Landskrona citizens.



Rose Pacatte, SIGNIS, USA

Rose Pacatte is a member of the Daughters of St. Paul, an international Catholic community of sisters who work in communications and media. Sister Rose is the founding director of the Pauline Center for Media Studies in Los Angeles and has been a media literacy education specialist for almost twenty years; Rose also serves on the international SIGNIS committee for media literacy. She is an award-winning co-author of

several books on film and religion. Rose lives and works in Hollywood, she has served on SIGNIS juries at international film festivals in Venice, Berlin, and Locarno. She has developed media and communications for curricula for the University of Dayton's online program, Virtual Learning Community, and has taught at the University of Dayton and Loyola Marymount University.



Samuel Sjöblom, Fanzingo, Sweden

Samuel Sjöblom has a degree in creative project management from the Kaospilots in Aarhus Denmark. He has been working with communications strategies on social issues towards youth for a local NGO in Buenos Aires, Argentina and as head of youth communication at the communication department at the Red Cross Sweden. Samuel's strengths is to design and guide educational and developing processes with larger groups. He

has also made a 30 long documentary in Argentina and seek to engage new groups of people in creative work with film, radio and writing.



Samy Tayie, Cairo University and Mentor International Media Education Association

Samy Tayie is a professor at the Faculty of Mass Communication of Cairo University, Egypt. He is also the President of Mentor International Media Education Association. His main areas of interest include media education, social marketing, new communication technology and mass communication research methods. He has published a few books on mass communication research methods, media education, advertising and public relations.

He has also published a few articles on different areas of mass communication.

He supervised more than 30 MA and PhD theses. He organized and participated in many international meetings in the Middle East, Europe and the United States. He also worked for some regional and international organizations including the United Nations.



Sherri Hope Culver, NAMLE, USA

Sherri Hope Culver serves as President of the National Association for Media Literacy Education, a professional association committed to advancing media literacy in all education environments. She is an Assistant Professor in media management at Temple University, where she also serves as Director of the Media Education Lab. Sherri has over 20 years of executive media management experience and

regularly consults with media companies on issues concerning strategic leadership, children & media, public broadcasting and media management. She is author of The Television and Video Survival Guide and co-author of the recently published, Media Career Guide.



Simon Strömberg, Kulturskolan, Sweden

Simon Strömberg is responsible of media and democracy development at the Culture Administration of the city of Stockholm. He is initiative taker and head of Unga Berättar/Speaking Youth, the media and democracy centre of Kulturskolan Stockholm. The activities of the centre started 2004 and involves every year about 1 200 young people in many projects and workshops. Simon himself is involved in

several national and international networks and projects with focus on young people and media literacy. Since ten years ago he is a key persons in the Digital Storytelling network in Sweden and in Europe



Sirkku Kotilainen, University of Jyväskylä, Finland

Sirkku Kotilainen, Ph.D., Adjunct Professor in the Research Centre for Contemporary Cultures, University of Jyväskylä and in the Department of Media Studies, University of Turku, Finland

Research interests include media audiences and publicities, media literacies and youth participation on media, currently directing Global Comparative Research on Youth Media Participation.

Recent book will be published in Karlstad, "Media Literacy and Education – Nordic viewpoints" together with Sol-Britt Arnolds-Granlund (NORDICOM & Finnish Society on Media Education, 2010).

PRESENTER'S BIOS



Sonia Livingstone, London School of Economics and Political Science, UK

Sonia Livingstone is Professor in the Department of Media and Communications at the London School of Economics and Political Science. She is author or editor of fourteen books and many academic articles and chapters on media audiences, children and the internet, domestic contexts of media use and media literacy. Recent books include *Audiences and Publics* (2005), *The Handbook of New Media* (edited, with Leah Lievrouw, Sage, 2006), *Media Consumption and Public Engagement* (with Nick Couldry and Tim Markham, Palgrave, 2007), *The International Handbook of Children, Media and Culture* (edited, with Kirsten Drotner, Sage, 2008) and *Children and the Internet* (Polity, 2009). She was President of the International Communication Association 2007-8 and currently directs the EU Kids Online network for the EC Safer Internet Programme.



Stina Balkfors, Fanzingo, Sweden

Stina Balkfors has a master in media and creative project management at the university of Norrköping. She has been a producer and project management of various cultural and social project such as Stockholms City Theatre, promotion for reading, and Cirkus Cirkör. Stina is also a part of the humor group Cirkus Kiev and has a weekly show at Swedish Radio P3. Stina has been developing and working as the CEO at Fanzingo during the last four years.



Susana Giner, Ideas Foundation, UK

Susana is passionate about giving a voice to young people! She works at Ideas Foundation and has a degree in Social Anthropology and a Masters in Youth & Community Work. IGE UK is currently working on a national project with young people in the UK and the media. Susana has over 12 years' project management experience working with young people. Previous roles include promoting citizenship and creative education with young people in Camden Youth Service; coordinating a social enterprise model of commissioning performance artists with Cardboard Citizens and developing a training and employment programme with young homeless people in London. Susana is a PTTLs qualified trainer and is an enthusiastic singer-song writer in her spare time!



Tao Papaioannou, University of Nicosia, Cyprus

Dr. Tao Papaioannou is assistant professor and Associate Head of the Department of Communications at the University of Nicosia, Cyprus. Prior to moving to Cyprus, she worked at the National Geographic Society of America and then taught in the Department of Communication at the University of Arizona, Arizona, USA. Her current research interests include the use and impact of computer-mediated communication, particularly among young people. She has written several papers on topics in these areas and since 2000, individually and/or in collaboration with other researchers, she has received three research grants from the EU and Cyprus Institute for the Promotion of Research.



Tatiana Merlo Flores, Buenos Aires University, Argentina

Sociologist, Professor in the Department of Communication in the Buenos Aires University. President Media Research Institute, non-governmental organization. Research for over thirty years about media and children, including international comparative works. 14 books and hundreds of articles published nationally and internationally. Latest publications: "Development? Media & Citizenship" (2009) Asociación Gráfica Educativa, Perú; "Media Social Impact Tools To Measure Audience Involvement" (2010); Buenos Aires, Editorial La Crujía. Earlier counsellor in different international organizations: UNESCO, UNICEF, Free Voice, Save the Children, GREEM Paris, Grupo Comunicar Spain, and in Universities. National Prize on Research about Media and Education. Founder Member of the Latin American Network of Media Observatory (13 countries).



Thepchai Yong, Thai Public Broadcasting Service, Thailand

He is Managing Director of the Thai Public Broadcasting Service (Thai PBS), Thailand's first and only public broadcaster. Thepchai was Group Editor of the National Multi-media Group until January, 2008 when he left to join Thai PBS. During his 30 years in the media, Thepchai has held several key editorial positions, including that of the editor of the English-language daily *The Nation*. He was a recipient of the Press Freedom Award from the New York-based Committee to Protect Journalists for defying the military crackdown on pro-democracy groups and the media in the 1992 uprising, and most recently the 2009 Media Leadership Award from Internews.



Thomas Röhlinger, Radiojojo World Children's Radio Network

Founder and Editor in Chief of Radijojo World Children's Radio Network * 2005 Nomination as "Social Entrepreneur of the Year" * 2003 Founder of Radijojo Germany; co-inventor: his son Jonathan, than 6 years old * 2002 Master of Business Administration in Media Management (Berlin, Milano, New York) * 1998 Master in Sociology, studies in psychology and journalism. Röhlinger has developed most of the formats and strategies of Radijojo. He has been holding countless workshops with schools and youth centres in many countries. He trains unemployed youth and migrants in Berlin. He is consultant for international NGOs.



Thomas Jonsland, BRIS (Children's rights in the society), Sweden

Thomas is 41 years old and has worked with children and young people in many different ways almost since he was a child himself. In addition to BRIS Thomas have worked at a day nursery, in school, as a social worker and with a radio programme for children. In BRIS he started as a volunteer in the Children's Helpline in 1995. Today is Thomas the National Coordinator of BRIS web-based support services for children, this including the project leadership for The BRIS-chat, through last year's launch and current development. And he is BRIS' expert on the Young Internet. Education wise he's a journalist and have a Master in Social work.



Ulla Carlsson, NORDICOM, University of Gothenburg, Sweden

Dr. Ulla Carlsson, Professor and Director of NORDICOM (Nordic Information Centre for Media and Communication Research) and the International Clearinghouse on Children, Youth and Media at University of Gothenburg in Sweden. She is a founding and continuing editor of the refereed journal *Nordicom Review* and the *Clearinghouse' Yearbooks*. Ulla Carlsson has edited publications on media development, media statistics, media history, popular culture, media theory, children and media, the globalization of media, media governance, media literacy, etc. Most of Ulla Carlsson's own research focuses on international communication and the globalization of media. She has published several books and reports in this field. Ulla Carlsson is a member of the board of many regional and international research organizations and committees.



Varpu Ojala, The Finnish Society on Media Education, Finland

Varpu Ojala is working as an early education specialist in the city of Espoo, Finland. In 2006-2008 she worked as a coordinator in the national Media Muffin project for children under 8 years old.

**Vanessa Pattipeilohy, Cinekid, the Netherlands**

After receiving her Bachelor of Economics, Vanessa Pattipeilohy got her MSc degree (cum laude) from the University of Amsterdam, the Netherlands. In Communication Science she is specialised in Youth and Media. Her interests include children's use of media, their development as media consumers, and the effects of media contents and technologies on young people.

Working at Cinekid since 2007, she is the bridge between children and Cinekid, and is researching about youth and media, and media literacy.

**Øystein Gilje, Oslo University, Norway**

Øystein Gilje, PhD and holds a post doc position at Faculty of Education, University of Oslo. His doctoral thesis *Mode, Mediation and Moving Images* concerns digital editing practices in media education. Drawing on socio-cultural perspectives and multimodal perspective on text making practices, he analyses how students make meaning when working with moving images. Gilje has published several articles and reports on young people and digital media production, some of them together

with professor Ola Erstad.

**Vicky Rideout, Kaiser Family Foundation, USA**

Victoria Rideout, M.A. has directed numerous studies on children and media, including the decade-long Generation M series tracking media use among U.S. children and youth ages 8-18. As the director of the Program for the Study of Media and Health at the Kaiser Family Foundation, she authored studies on topics such as: the role of media in childhood obesity; media use among infants and toddlers; the amount and nature of food

advertising on television and the Internet; and teens' use of the Internet for health information. Prior to joining the Kaiser Family Foundation, Ms. Rideout founded the Children and the Media program at the children's advocacy group Children Now. She also has many years of experience in politics, including as a legislative assistant in the U.S. House of Representatives and policy adviser and speechwriter to numerous government officeholders and political candidates, including Geraldine Ferraro, Michael Dukakis, and Dianne Feinstein. Most recently, she was the director of speechwriting for the 2004 and 2008 Democratic National Conventions.

**William Bird, Media Monitoring Africa (MMA), South Africa**

William is the Director of Media Monitoring Africa (MMA) and an Ashoka fellow. MMA is an independent human rights based non governmental organization based in South Africa. At MMA William has overseen or been directly involved in over 95 media monitoring projects on subjects ranging from gender based violence, HIV, and racism to children and the media and

public broadcasting. William has recently been appointed an Ashoka fellow for his work around children's media monitoring. He is currently working to replicate children's media monitoring and the Empowering Children and the Media strategy across Southern Africa. In his spare time William likes to monitor the media, and as a father of a toddler and a three month old has already introduced his sons to the wonderful world of media monitoring.

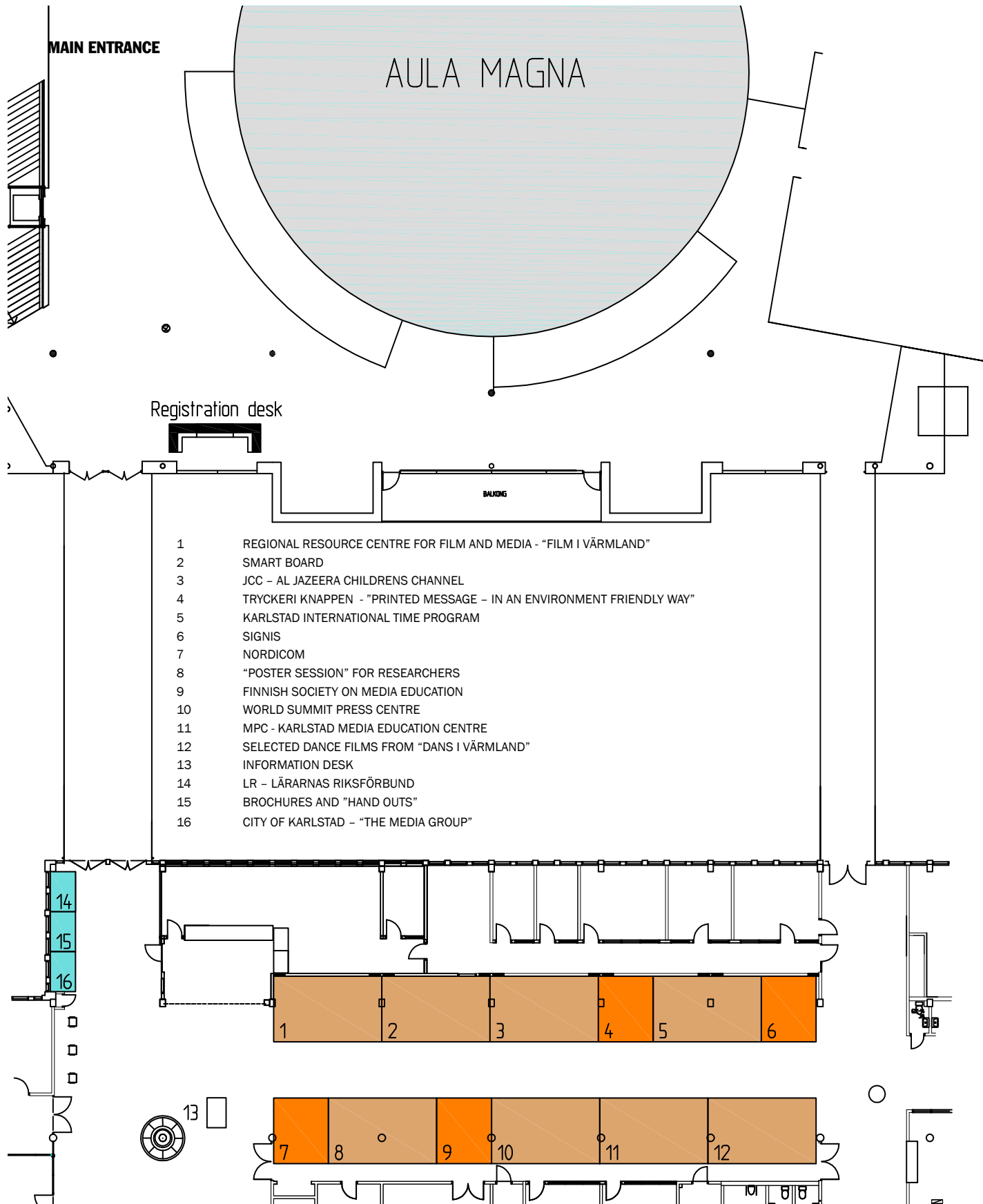
**Vinod Ganatra, CAVEF, India**

Vinod Ganatra has been active in the films & television from 1983. He has edited and directed about 400 documentaries and news reels. He has produced 250 TV programmes for children and youth. He has made three children films in last five years. He has several international awards to his credit. Widely travelled, he has also served as jury of several national and international film festivals world over. His debut film HEDA

- HODA (BLIND CAMEL) has traveled about 58 film festivals world over with many awards. His next film was 'HIDE - N - SEEK (LUKKA CHHUPPI)' which is honoured and listed in Limca Book of World Records as 'The first children's feature film fully shot at the highest altitude' at Ladakh in Himalayas. Hide-n-seek also has been screened in about 21 International film festivals. 'HARUN - ARUN' is his new family film in Gujarati based on Indo- Pak border. It is the first Gujarati children film with Dolby Sound. His experience of working with children for more than 2 decades has resulted in the formation of non-governmental organisation 'CAVEF' (Children's Audio-Visual Educational foundation). Main activities of CAVEF is organising workshops and screenings of films for children and young ones.



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**WELCOME
TO KARLSTAD**

WORLD SUMMIT ON
MEDIA FOR CHILDREN AND
YOUTH JUNE 14-18 2010
KARLSTAD SWEDEN

WHERE IN THE WORLD IS KARLSTAD AND WHY A WORLD SUMMIT?

Ten years ago, 2000, in Toronto Canada, a small group of Scandinavians sat down at a break during a North American Media Summit. The subject was - could the Nordic countries collaborate in bringing people together for an important cause such as the making of a better media world for children and youth? And if so, who would host such a huge event? The discussion went high as it was obvious to everyone that it was a challenge beyond daily work life to undertake. Then someone suggested to me "Per, why don't you do it in Karlstad...?"

With a reluctant smile I recognized the compliment to our city and left it with that. A year later as time went by, with that question still waiting for an answer, and in an effort to square the circle... I turned the question around: "Yes, indeed, why don't we and how could it be done?"

After investigative meetings between myself and Bertil Johansson with Patricia Edgar and Summit board members in Rio de Janeiro Brazil and later Cape Town South Africa followed by local and regional planning it was all clear in December 2008 - Karlstad and the World Summit Foundation had an agreement. The 2010 host Karlstad presented its vision from the stage at the Summit in Johannesburg South Africa 2007.

Towards a new global vision for children and media

So, from Toronto 2000 until ten years later 2010, Karlstad, with some 85 000 inhabitants is now the host of an event with over 1100 delegates from all over the world invited to a programme with 180 sessions over a full week. The Summit programme has put together the highest international quality of speakers and presenters from Research, Media Industry, Journalism, Global Youth Council, Media and information Literacy Education,

Policy Makers and everyone who care for children and youth. Presenters represent major international universities and corporations, public-private partnerships, governments and NGO:s from more than 50 countries. This Summit puts focus on the future of the Media Industry, and a new global vision for children and media and education centred around digital technology content.

Thank you to all who made this possible

There are many people to thank for this and they were all brought together by friendly Karlstad and its partners Karlstad University, Region Värmland, County of Värmland, NORDICOM the knowledge centre for the area of media and communication research, The Ander Foundation for media and communication research, and of course the World Summit On Media For

Children Foundation. We are most grateful to all sponsors that are recognised in this programme including Al Jazeera Children's Channel and SIGNIS and thank them especially.

How did this all happen?

All of us enjoying the Karlstad Summit should recognize the endless hours spent with hard work from Marie Almgren, Per-Olof Ohlsson, Bertil Johansson, Anders Astonsson and Susanne Bohman in the World Summit Project Group. Thank you to external partners Joel Fjällsby, Kerstin Wallmyr and Arman Teimouri, Jim McDonell and KG Lidström. Thank you to fantastic students at the Global Media Studies Masters Programme at Karlstad University, especially Lamia Tagrit, Joice Tolentino and Alejandra Beltrán Envila.

Thank you to all volunteers and the professional corporations....more than 100 people over the years involved and supportive...over 500 session proposals sent in to us in Karlstad from which has been drawn the programme that you now hold in your hands.

Recommendations for future action

I believe that the City of Karlstad has strongly contributed to the appreciation of the Summit in Sweden as a place to share experience, expertise and knowledge. The outcome including a final document with challenges defined and recommendations for future action described by delegates, will be presented at wskarlstad2010.se. The World Summit Karlstad network is now truly international with key organisations world wide. I hope that both Karlstad and the next Summit host will benefit from the achievements made in Karlstad.

Finally, my personal gratitude's to the two persons who especially helped make this happen; Ulf Nyqvist Deputy Municipal City of Karlstad and Chair of the Karlstad World Summit Steering Group and Dr Patricia Edgar Chair of the World Summit on Media for Children Foundation - thank you!

To everyone - welcome to enjoy The World Summit on Media for Children and Youth Programme June 14-18 2010!

Per Lundgren
Director

World Summit on media for children and youth Karlstad Sweden 2010
Member of board of directors World Summit On Media For Children Foundation

www.wskarlstad2010.se
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