



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

PROGRAMME

Preliminary programme January 14 2010

TOWARDS A NEW GLOBAL VISION FOR CHILDREN 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 on Media for Children and Youth in Karlstad will be the number one meeting place 2010. See updated programme at wskarlstad2010.se

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 in Sweden hosts the World Summit on Media for Children and Youth. The programme introduces more than 140 sessions with a focus on children, youth and media. International top quality experts



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



H.M. Queen Silvia
photo: Marie Rundqvist



Vice President of the
European Commission
Ms. Margot Wallström
photo: European Commission

will run key note speeches, panels, round table discussions, lectures, seminars and workshops. More than 40 make high quality professional relevance to children and youth specialists such as teachers and leisure time staff, researchers and youth NGO:s.

World Summits are held every three years, 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 the Vice President of the 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
www.wskarlstad2010.se



PROGRAMME OVERVIEW

MONDAY

- 13:00** Registration
- 16:00** Opening ceremony and World culture festivities
- 20:00** World culture festivities

TUESDAY-THURSDAY

- 08:45** Welcome!
Outside Aula Magna
- ★ **09:00** Keynote speeches
Seminars
- 10:15** World Café & Creative crossroads
- 10:45** International panels × 2
Seminars
- 11:30** Lunch
Open presentation forum: Research Forum
Poster Session, and others
- 12:45** Seminars
- ★ **13:30** Keynote speeches
Seminars
- ▶▶ **13:30** Youth moving youth policies forward
- 14:45** World Café and Creative crossroads
- 15:15** International panels × 2
Seminars
- 16:00** Seminars
- 🔍 **16:00** Research forum
- 16:00** 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
- 🎬 Film seminars or workshops
- 🍏 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 & Creative crossroads
- 10:15** International panels × 2
Seminars
- 11:00** Lunch
Open presentation forum: Research Forum
Poster Session, and others
- ★ **12:15** Keynote speeches
Seminars
- 🔍 **12:15** Research forum
- 12:15** Youth producing media:
World Summit daily news
Youth workshops
- 13:30** International panels × 2
Seminars
- ▶▶ **13:30** Youth moving youth policies forward
- 15:30** Conclusions and recommendations
on the challenges in young people's world of
communication

Closing ceremony

PROGRAMME ACTIVITIES

World Culture Festivities

Monday – Thursday. See different nights
in the programme.

World Summit Exhibition Area

Open every day

**Tourist activities by
choice available all
week.** Click and book
here.

**Media and Information Literacy
Tuesday-Friday**

**Research Forum
Tuesday-Friday**

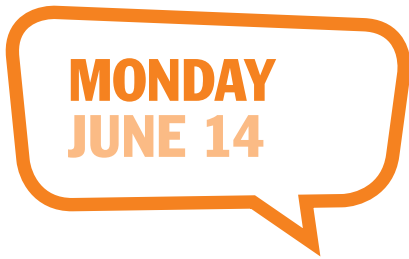
**The Ander Foundation Journalism
Seminar
Wednesday**

**Media Industry
Tuesday and Friday: Future outlooks
Thursday: Media Industry Day**

The international dance festival ABUNDANCE

June 15-17 2010 ABUNDANCE will be held in Karlstad, by
Sweden 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, ama-
teurs and the public. These people will be presented with the
opportunity to practice, experience, feel and discuss dance.
www.dansivarmland.se



13:00 Registration

16:00

16:00 Opening ceremony and World Culture Festivities

18:00

Under the patronage of H.M. Queen Silvia of Sweden, with recommendations by the Swedish Minister for Culture Ms Lena Adelsson-Liljeroth and the Vice President of the European Commission Ms Margot Wallström.

Introduced by a young girl and a young boy. Representation of the city of Karlstad and World Summit Karlstad organisation.
Location: Löfbergs Lila Arena.

Towards a new global vision for children, youth and media – challenges in young people’s world of communication. Defining the challenges

18:00 Get together

19:30

Children’s global culture – stills and moving images show, dance and music. A taste of Swedish smorgasbord complimentary by the City of Karlstad.
Location: Löfbergs Lila Arena.

Among the participants
(To be confirmed and updated):

Douglas Rushkoff
Author, New School University, USA

Hans Rosling,
Gapminder, Sweden

Divina Frau-Meigs
University of Sorbonne, France

Eva-Lis Sirén
Education International, Belgium

Patricia Edgar
World Summit Foundation

Robin Hamman
Headshift, UK

Jordi Torrent
UN Alliance of Civilizations, USA

Alton Grizzle
UNESCO, France

Abdul Waheed Khan
Assistant Director-General for
Communication and Information, UNESCO

Bu Wei
Institute of Journalism and Communication
at the Chinese Academy of Social Sciences,
China

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

Stina Honkamaa
Country Manager Google Sweden

Renée Hobbs
Temple University
Media Education Lab, USA

Menno Van Doorn
Sogeti, the Netherlands

Marlene Le Roux
Artscape Theater, South Africa

Vinod Ganatra
CAVEF, India

Julie Gale
Kids Free 2BKids , Australia

Jean Kilbourne
Wellesley Centers for Women, USA

Patricia Castaño
Citurna productions, Colombia

Alexa Joyce
European Schoolnet, Belgium

Josef Huber
Council of Europe, France

Gianna Cappello
Italian Media Education Association, Italy

**Global Youth Council and
World Summit Foundation Board**

Aralynn McMane
Director of Young Readership Development,
World Association of Newspapers and News
Publishing – WAN-IFRA, France



**World Culture Festivities I
"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. 14.00 – 22.00

TUESDAY JUNE 15

08:45 Welcome!

09:00 Young people performing

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

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

Raising quality in children's media

"News for children world wide"

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

"Latin American Media Observatory research about news perception on children lives, violence, fair and world perception"

Seminar. Presented by Tatiana Merlo Flores, Argentina

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

Seminar. Documentary films on Human Rights, made by young film creators. Presented by Martin Rydehn, Amnesty International, Sweden

10:15 World Café & Creative crossroads

10:15 Digital tourist for 90 minutes

11:45 Workshop*. Presented by Ministry of Culture of Sweden in cooperation with Swedish Media Council.

10:45 International panels x 2

11:30 International delegates to follow up and discuss issues related to opening ceremony talks and key note speeches.

Moderator I: Patricia Castaño, WSFB member, Colombia

Moderator II: Li Xiguang, China



Research Forum Plenar Session

Organised by Nordicom.



Promoting creativity

Each session introduced by Media and communications studies Karlstad university

"Young people's net cultures for dummies"

Seminar. Presented by Elza Dunkels, Umeå University, Sweden

"Radijojo: Giving children a voice – worldwide"

Workshop. Presented by Thomas Röhlinger, Radijojo, Germany

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

Seminar. Presented by Ann-Katrin Agebäck*, Swedish Media Council

10:45 Nordic film: Sweden.

11:30 Regional resource centre for film and media; developing talent and critical skills and resources – a Swedish example. Presented by Henrik Thorsson, Film in Värmland, Sweden



"Women in children's media – interactive and across all media"

Seminar. Presented by Ashley Fenwick-Naditch, Women in children's media, USA*

11:30 Lunch

12:45 Open presentation forum: Research Forum Poster Session, and others

12:45 Future outlooks x 5 Seminars

"Gaming industry"

Seminar. Presented by Swedish Games Industry, Sweden

"Social media industry – Consumer Driven Change"

Seminar. Presented by Stina Honkamaa, Google Sweden.

"Cellphone and communication industry"

SonyEricsson* and Skype*

"Newspaper Industry"

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

"Me the media"

Seminar. Presented by Menno van Doorn, Sogeti, the Netherlands



Promoting creativity

Each session introduced by Media and communications studies Karlstad university

Introducing creativity and critical thinking skills

Theme 2: "Promoting a creative generation – with critical thinking skills"

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

"Constructing Wiki Pages in educational context"

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

"Children doing Media for Peace"

Seminar. Presented by Ricardo Yanez, SIGNIS, World Catholic Association for Communication, Belgium

12:45 "Invisible marketing towards children"

14:15 Seminar. Presented by Marek Andersson and Niklas Eklöf, The Swedish Consumer Agency, Sweden

13:30 Youth moving youth policies forward

Global youth council

Rights, participation and education. Moderated by Susana Giner, Institute for Global Ethics UK Trust, UK and Linda Raftree, Plan International, USA. Session 1.



Institute for Global Ethics UK Trust, UK

*1) to be confirmed

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



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

13:30 Future outlooks x 5 Panels

14:45 "Gaming industry"

Seminar. Presented by Swedish Games Industry, Sweden

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"Me the media"

Seminar. Presented by Menno van Doorn, Sogeti, the Netherlands

**14:45 World Café & Creative
15:15 crossroads**

ABUNDANCE

International Dance
Festival June 15–17.
Read more at
dansivarmland.se

15:15 International panels x 2

16:00 International delegates to follow up and discuss issues related to opening ceremony talks and key note speeches.

Moderator I: Patricia Castaño, WSFB member, Colombia

Moderator II: Li Xiguang, China

Facing the challenges!

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

Seminar. Presented by Mira Feuerstein, Oranim academic educational college, Israel

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

Seminar. Presented by Cristina Ponte, New University of Lisbon, Portugal

"Panwapa and Family connections"

Seminar. Presented by Ashley Fenwick–Naditch, Sesame Street, USA*

16:00 Facing the challenges!

16:45 "Social media for social change"

Seminar. Presented by Robin Hamman, Headshift, UK

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

Seminar. Presented by Amanuel Teferi Mamo, Plan International Ethiopia, Ethiopia



Nordic film: Sweden "Film as an educational tool in primary schools in Vietnam"

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

**World Summit
Exhibition Area**

Open all day



Explore the city night-life with inner harbour restaurant area.

16:00 Promoting creativity

16:45 Each session introduced by Media and communications studies Karlstad university



"Insafe - promoting eLiteracy across Europe and beyond."

Seminar. Presented by Janice Richardson, Insafe, European Schoolnet, Belgium

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

Workshop. Presented by Antonella di Nocera, Arci Movie, Italy

16:00 Digital tourist for 90 minutes

17:30 Workshop*. Presented by Ministry of Culture of Sweden in cooperation with Swedish Media Council.

16:00 Research forum

"Media Literacy and Education"

Organised by Nordicom. Moderator: Jordi Torrent, USA. Panellists: Renee Hobbs, USA. Li Xiguang, China. José Manuel Perez Tornero, Spain. Esther Hamburger, Brazil. Samy Tayie, Egypt



Youth producing media

World Summit daily news

Youth editorial board to produce Summit documentation.

Youth workshops, open to all

I: Rocket movie – The start; movie workshop. Presented by Stefan Barkman och Robert Olsson, Film i Värmland, Sweden.

II: Easy animation for all. Presented by Clifford Cohen, NOOVIEV & MashCast, USA.

III: Arci Movie with kids from Naples, Italy
Presented by Antonella di Nocera, Arci Movie, Italy.

IV: Make your own TV-program.
Presented by Karlstad Media Education Centre, Sweden

16:45 Facing the challenges!

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

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

"The rise of the old "mythologies": new markets, new stories"

Seminar. Presented by David Vadiveloo, Community Prophets, Australia



Promoting creativity

Each session introduced by Media and communications studies Karlstad university

"Seminar"

Presented by Gunnel Olsson*, The International Programme Office for Education and Training, Sweden

"Raising interest in maths, science and technology"

Seminar and workshop. Presented by Alexa Joyce, European Schoolnet, Belgium

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

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

"Media relations"

Seminar. Presented by Per-Olof Olsson, Mediegruppen, Sweden

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

Seminar. Presented by Anita Forsnärsgård*, Karlstad Media Education Centre, Sweden

World Culture Festivities II

Dance performance; "59° North", dancers from the Royal Swedish Ballet
Tickets are available at wskarlstad2010.se
Location: Scalateatern, 20.00



WEDNESDAY JUNE 16

08:45 Welcome!

09:00 Young people performing

**09:00 Keynote speech III and IV
Media Education**

10:15 III: To be updated



Presented by Julieta Langa, Eduardo Mondlane University, Mozambique

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



Promoting creativity

Each session introduced by Media and communications studies Karlstad university

"Videogaming"

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

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

Seminar. Presented by Jordi Torrent, UN Alliance of Civilizations, USA

"Social Media For All"

Workshop. Presented by DK, Mediasnackers, United Kingdom

"Media pedagogics and learning through moving images"

Seminar. Presented by Tobias Berger, Film i Värmland, Sweden

"Radijojo: Giving children a voice – worldwide"

Workshop. Presented by Thomas Röhlinger, Radijojo, Germany

**10:15 World Café & Creative
10:45 crossroads**

**10:45 International panels x 2
11:30 Media education**

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

Moderator I: Renée Hobbs, Temple University Media Education Lab, USA

Moderator II: Regina de Assis, Brazil, WSFB member

Facing the challenges!

Theme 3: "Communication for change – media education as a tool for democracy and human rights"

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

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

Seminar. Presented by Monica Vikström-Jokela, YLE, Finland

"Creativity, Knowledge Society and Technologies"

Seminar. Presented by Miomir Rajcevic, Media Education Centre, Serbia

10:45 Nordic film: Norway

11:30 "Move my Image – Exchange project". South Africa–Norway. Presented by Elisabeth Aalmo, Norwegian Film Institute, Norway



11:30 Lunch

**12:45 Open presentation forum: Research Forum
Poster Session, and others**

12:45 Facing the challenges!

13:30 "Media Education around the World. Ideas, Practices and Perspectives"

Seminar. Presented by Ricardo Yanez, SIGNIS, World Catholic Association for Communication, Belgium

"UN Alliance of Civilizations

– Media Literacy Education Online Clearinghouse"

Seminar. Presented by Jordi Torrent, UN Alliance of Civilizations, USA

Theme 4: "Media and Information Literacy – the new international curriculum"

Seminar. Presented by Alton Grizzle, UNESCO headquarters Paris, France

13:30 Youth moving youth policies forward

16:00 Global youth council



Rights, participation and education. Moderated by Susana Giner, Institute for Global Ethics UK Trust, UK and Linda Raftree, Plan International, USA. Session 2

Institute for Global Ethics UK Trust, UK

**13:30 Keynote speech III and IV
14:45 Media Education**



III: To be updated

Presented by Julieta Langa, Eduardo Mondlane University, Mozambique

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

13:30 Promoting creativity

14:45 Each session introduced by Media and communications studies Karlstad university



"Videogaming"

Workshop. Presented by Massimiliano Andreoletti, MED-Italian Association for Media Education, Catholic University Milan, Italy

"UN Alliance of Civilizations

– Media Literacy Education Online Clearinghouse"

Seminar. Presented by Jordi Torrent, UN Alliance of Civilizations, USA

"Social Media For All"

Workshop. Presented by DK, Mediasnackers, UK

"Media pedagogics and learning through moving images"

Seminar. Presented by Kerstin Johansson, Film i Värmland, Sweden

"Radijojo: Giving children a voice – worldwide"

Workshop. Presented by Thomas Röhlinger, Radijojo, Germany

^{*)} to be confirmed

^{*)} This programme has been released January 14 2010 and will be updated. Please check for update at www.wskarlstad2010.se

14:45 **World Café & Creative**
15:15 **crossroads**

15:15 **International panels x 2**
16:00 **Media education**

International delegates to follow up and discuss issues related to opening ceremony talks and key note speeches. Moderator I: Renée Hobbs, Temple University Media Education Lab, USA. Moderator II: Regina de Assis, Brazil, WSFB member

Facing the challenges!

"Communication for social change"

Seminar. Presented by Patricia Castaño, Citurna productions, Colombia

"Entrepreneurship & Journalism for young refugees"

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

"Theoneminutesjr. project"

Seminar. Presented by Karen Cirillo, UNICEF, USA

16:00 **Facing the challenges!**

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

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

"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

"Pre-school children and the art of film"

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

16:00 **Promoting creativity**

16:45 Each session introduced by Media and communications studies Karlstad university



"My life 2.0"

Seminar. Presented by Ann-Katrin Agebäck*, Swedish Media Council, Sweden

"Sweden: Heaven and Hell"

Seminar. Presented by Fredrik Holmberg, Film pedagogik.nu, Sweden

"Media Education in early childhood"

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

"Media relations"

Seminar. Presented by Per-Olof Olsson, Mediegruppen, Sweden

16:00 **Research forum**

"Children, Media, Consumption and Health"

Organised by Nordicom. Moderator: Dafna Lemish, Israel. Panellists: Kara Chan, Hong Kong. Jackson Banda, South Africa. Kathryn Montgomery, USA. Arvind Singhal, USA



16:00 **Youth producing media**

"World Summit daily news"

Youth editorial board to produce Summit documentation.

18:00

"Youth workshops open to all"

I: Rocket movie – the landing; movie workshop. Presented by Stefan Barkman och Robert Olsson, Film i Värmland, Sweden.

II: dvoted.net

III: "Radio with children from all continents" Presented by Thomas Röhlinger, Radijojo, Germany.

IV: Make your own TV-program. Presented by Karlstad Media Education Centre

16:45 **Facing the challenges!**

"Plan International Youth Program – Workshop"

Presented by Linda Raftree, Plan International, USA

17:30

"Pre-school children and digital literacy in Norway"

Seminar. Presented by Barbro Hardersen, Norwegian Media Authority, Norway

"How does online communication affect interrelation between children and adults?"

Seminar. Presented by Lisbeth Krabbe Haugstrup, KLF, Church and Media, Denmark



Promoting creativity

Each session introduced by Media and communications studies. Karlstad university

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

Presented by Antonella di Nocera, Arci Movie, Italy

"Raising interest in maths, science and technology"

Seminar and workshop. Presented by Alexa Joyce, European Schoolnet, Belgium

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

Workshop. Presented by Mats Hemberg, Newspaper in Education, Sweden

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

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

"Media Literacy in USA"

Seminar. Presented by Sherri Hope Culver*, NAMLE, USA

*) to be confirmed

The Ander Foundation Journalism Seminar

"Children and youth in the media – challenges in reporting". Journalism on and for adolescents in research and practice. 9:00 – 17:30

World Summit Exhibition Area
Open all day

World Culture Festivities III

"Music from film and Screen", Tv and movie presenter Orvar Säfström and Värmlandsoperans Sinfonietta with Soloists Tickets are available at wskarlstad2010.se Location: Aula Magna, Karlstad University. 19.00



THURSDAY JUNE 17

08:45 Welcome!

09:00 Young people performing

09:00 Keynote speech V and VI

Media industry

10:15 V: "Media and Children: What Does The Future Look Like?"



Introduced by Adrian Mills, BBC, WSFB member, UK
Presented by Douglas Rushkoff, USA

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

Introduced by Julieta Lang, WSFB member, Mozambique
Presented by Kathryn Montgomery, School of Communication American University, USA and Jeffrey Chester*, Center for Digital Democracy, USA



Promoting creativity

Each session introduced by Media and communications studies Karlstad university

"Making photo in educational contexts"

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

"Swedish Educational Broadcasting Company - UR"

Seminar. Presented by Cecilia Boreson*, UR, Sweden

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

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

"Advertising to children and youth"

Seminar. Presented by Elisabeth Trotzig*, Reklamombudsmannen, Sweden

10:15

10:45 World Café & Creative crossroads

10:45 International panels x 2

Media industry

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

Chair: panel I. Ellen Wartella, University of California at Riverside/ WSFB member, USA.

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

Chair panel II: Anna Home, OBE, The Children's Film and Television Foundation, 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

12:45 Youth to youth communication

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

Seminar. Presented by Vinod Ganatra, CAVEF, India

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

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



"Digital Film Distribution for schools"

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

13:30 Youth moving youth policies forward

18:00 Global Youth Council



Rights, participation and education. Moderated by Susana Giner, Institute for Global Ethics UK Trust, UK and Linda Raftree, Plan International, USA. Session 3 and 4

Institute for Global Ethics UK Trust, UK

13:30 Keynote speech VII and VIII

14:45 Media industry



VII: "The Role of Public Broadcasting In The New Media Environment"

Introduced by Regina de Assis, WSFB member, Brasil. Presented by José Roberto Marinho, GLOBO Organizations, Brasil

VIII: "Media: The Kids' View"

Introduced by Michaelis Maniatis, WSFB member, Greece. Presented by Chandra Muzaffar, President, International. Movement for a Just World, India



Promoting creativity

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"Making photo in educational contexts"

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

"Swedish Educational Broadcasting Company - UR"

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

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"Advertising to children and youth"

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"Advertising to children and youth"

Seminar. Presented by Elisabeth Trotzig*,

14:45 World Café & Creative crossroads

15:15

11:30 Lunch

12:45 Open presentation forum: Research Forum Poster Session, and others

World Summit Exhibition Area

Open all day



15:15 International panels x 2

16:00 Media industry

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

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

Panel members: Safa Safiyari, Swedish Television, Sweden. Savyasaachi Jain, India Thomson Foundation, India. Peter Moss, Alliance for Children and Television, Canada. Eduardo Noriega, Colombia Board of TV Commissioners, Colombia

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

Panel members: David Vadiveloo, Community Prophets, Australia. Kim Kyung-Hee, Korean Broadcasting System (KBS), South Korea. Xu Bin, China Central Television - CCTV - Children, China. Seto Mulyadi, National Committee for Child Protection (NCCP), Indonesia

Facing the challenges!

"Programming for Very Young Children - A Recent Trend"

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

"International Children's Day of Broadcasting"

Seminar. Presented by Karen Cirillo, UNICEF, USA

16:00 Facing the challenges!

16:45 "The roles of public media centers and non-profit organizations for media literacy in South Korea"

Seminar. Presented by Hyeon-Seon Jeong, Gyeongin National University of Education, South Korea

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

Seminar. Presented by Vinod Ganatra, CAVEF, India

"Online games for children"

Seminar. Presented by Norwegian Film Institute, Norway



Promoting creativity

Each session introduced by Media and communications studies Karlstad university

"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 essentials of visual communication"

Workshop. Presented by Bo Bergström, Sweden

"Study on the international media concept Idol – TV program, newspapers and the webb."

Seminar. Presented by Ann-Katrin Agebäck*, Swedish Media Council. Sweden

"To be updated"

Seminar. Presented by Webbstjärnan, Sweden

16:00 Research forum

18:00 "Media, Ethics and Social Responsibility"

Organised by Nordicom. Moderator Sirkku Kotilainen, Finland
Panellists: Divina Frau-Meigs, France. Bu Wei, China
Tatiana Merlo-Flores, Argentina. Sonia Livingstone, UK



Youth producing media

"World Summit daily news"

Youth editorial board to produce Summit documentation.

"Youth workshops open to all"

I: Arci Movie with kids from Naples, Italy. Presented by Antonella di Nocera, Arci movie, Italy.

II: Mobile video workshop. Presented by Kerstin Johansson, Film i Värmland, Sweden.

III: Make Your own TV-program. Presented by Karlstad Media Education Centre

16:45 Facing the challenges!

17:30 "Freedom is not free"

Seminar. Presented by Futhi Ngubane, SABC: Education, South Africa

"Planning and executing productions and post-productions"

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



Promoting creativity

Each session introduced by Media and communications studies Karlstad university

"Raising interest in maths, science and technology"

Seminar and workshop. Presented by Alexa Joyce, European Schoolnet, Belgium

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

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

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

Workshop. Presented by Clifford Cohen, NOOVIEW & MashCast, USA

"Radijojo: Giving children a voice – worldwide"

Workshop. Presented by Thomas Röhlinger, Radijojo, Germany

Seminar

Presented by Linda Raftree, Plan International, USA and Plan Sweden

Gala Dinner and dance to live music.

Location: Elite Stadshotellet.
19.00

Explore the city
nightlife with
inner harbour
restaurant area.

ABUNDANCE

International Dance
Festival June 15-17.

Read more at
www.dansivarmland.se

^{*)} to be confirmed

^{*)} This programme has been released January 14 2010 and will be updated. Please check for update at www.wskarlstad2010.se

FRIDAY JUNE 18

08:15 Welcome!

08:30 Young people performing

08:30 Keynote speech IX and X Policy making and research

09:45 IX: Presented by Lord David Puttnam, Future Labs, House of Lords, UK. X: Presented by Safa Safiyari, Swedish Television, Sweden



Future outlooks x 3

"CIFEJ Promoting film production for children all over the world"
Seminar. Presented by Firdoze Bulbulia, CIFEJ, South Africa

"Swedish Public Service Radio"

Seminar. Presented by Hanna Toll, Swedish Public Service Radio, Sweden

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

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

Facing the challenges!

"Understanding the Media Industry Concept – Social Responsibilities"

Seminar. Presented by Alice Chan*, Cartoon Network, USA

09:45 World Café & Creative 10:15 crossroads

10:15 International panels x 2 Policy-making and research

11:00 International delegates to follow up and discuss issues related to opening ceremony talks and key note speeches.
Moderator I: Javad Mottaghi, ABID and WSFB member, Malaysia.
Moderator II: Ellen Wartella, WSFB member, USA

Facing the challenges!

"dvoted.net - an online film school for young talents"

Seminar. Presented by Pontus Hummelman, Dvoted.net, Sweden

"Nickelodeon Social Responsibility Plan"

Seminar. Presented by Jean Margareth Smith*, Nickelodeon, USA



Promoting creativity

Each session introduced by Media and communications studies Karlstad university

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

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

"Raising interest in maths, science and technology"

Seminar and workshop. Presented by Alexa Joyce, European School-net, Belgium

"Swedish teachers go media literate with PIM"

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

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

Workshop. Presented by Mats Hemberg, Newspaper in Education, Sweden

11:00 Lunch

12:15 Open presentation forum: Research Forum Poster Session, and others

12:15 Keynote speech IX and X Policy making and research

13:30 IX: Presented by Lord David Puttnam, Future Labs, House of Lords, UK.



X: Presented by Safa Safiyari, Swedish Television, Sweden

Future outlooks x 3

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

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

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

12:15 Research forum

"Communication for Social Change"

14:15 Organised by Nordicom. Moderators Thomas Tufte, Denmark and Florencia Enghel, Chile
Panellists: Rossana Reguillo, Mexico. Iryna Vidanova, Belarus Antonieta Muñoz-Navarro, Chile. Ece Algan, Turkey. Lise Grauenkaer Jensen, Denmark



Youth producing media:

"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.

II: Cinekid International Open Cinema.

13:30 International panels x 2 14:15 Policy-making and research

International delegates to follow up and discuss issues related to opening ceremony talks and key note speeches.
Moderator I: Javad Mottaghi, ABID, WSFB member, Malaysia.
Moderator II: : Ellen Wartella, WSFB member, USA

Trends in public service (Panel)

"Current trends in how children's public service media providers fulfill their remit"

Panel presented by Maire Messenger Davies, Ulster, UK. Gunn Enli, Oslo, Norway. Jeanette Steemers, Westminster, UK and Lynn Whitaker, University of Glasgow, UK

*) to be confirmed

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13:30 Facing the challenges!

14:15

"Empowering children and youth through communication. Troupe for migrant children"

Seminar. Presented by Bu Wei, China

"How the arts can be used as a vehicle towards nation building in a divided society"

Seminar. Presented by Marlene le Roux, Artscape Theatre, South Africa

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

Seminar. Moderated by Jordi Torrent, UN Alliance of Civilizations, USA

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

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



Promoting creativity

Each session introduced by Media and communications studies Karlstad university

"Finnish Society on Media Education as a global innovation"

Seminar. Presented by Anina Lundvall, Finnish Society on Media Education, Finland

"Experiences and attitudes towards sexual exposure on the Internet"

Seminar. Presented by Swedish National Board for Youth Affairs, Sweden

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

Seminar. Presented by Dan Nilsson, Karlstad Media Education Centre, Sweden

"Radijojo World Children's Radio Network"

Workshop. Presented by Thomas Röhlinger, Radijojo, Germany

13:30 Youth moving youth policies forward

15:00

Global youth council

Rights, participation and education. Moderated by Susana giner, Institute for Global Ethics UK Trust , UK and Linda Raftree, Plan International, USA



Completing of the youth work process and the recommendations for presentation during the closing ceremony

Institute for Global Ethics UK Trust , UK

15:30

17:30

Conclusions and recommendations on the challenges in young people's world of communication

Under the patronage of H.M. Queen Silvia of Sweden, with recommendations by the Swedish Minister for Culture Ms. Lena Adelsohn-Liljeroth and the Vice President of the European Commission Ms. Margot Wallström. Introduced by a young girl and a young boy. Representation of the city of Karlstad and World Summit Karlstad organisation.

Towards a new global vision for children, youth and media - challenges in young people's world of communication. Moving forward with the challenges.

Closing ceremony

Entertainment

**World Summit
Exhibition Area**

Open all day

^{*)} to be confirmed

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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

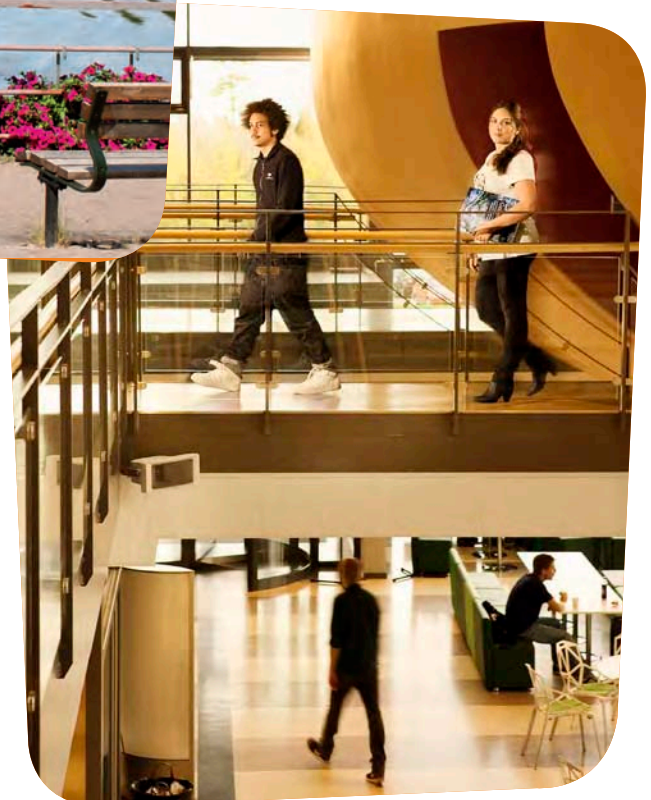
Our population is just over 84 000 inhabitants, and our ambition is to grow and expand to a bigger city.

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.





ORGANISATIONS AND CORPORATIONS CONTRIBUTING TO THE PROGRAM:



WORLD SUMMIT KARLSTAD 2010 PARTNERS

