



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

PROGRAMME

Preliminary programme March 11 2010

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 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 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



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



H.M. Queen Silvia
photo: Marie Rundqvist



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

run key note speeches, panels, round table discussions, lectures, seminars and workshops. More than 50 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 former 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
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!
- 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

FRIDAY

- 08:15** Welcome!
Outside Aula Magna
- 08:30** Keynote speeches
Seminars
- 09:45** World Café
- 10:15** International panels × 2
Seminars
- 11:00** Lunch
- 12:15** Keynote speeches
Seminars
- Research Forum
- Youth producing media:
World Summit daily news
Youth workshops
- 13:30** International panels × 2
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

WORLD CULTURE FESTIVITIES

Monday - Thursday. See different nights
in the programme.

WORLD SUMMIT EXHIBITION AREA AND POSTER SESSION AREA

Open all days

TOURIST ACTIVITIES BY CHOICE AVAILABLE ALL WEEK. Click and book here.

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, amateurs and the public. These people will be presented with the opportunity to practice, experience, feel and discuss dance. www.dansivarmland.se

MEDIA AND INFORMATION LITERACY

Tuesday-Friday

RESEARCH FORUM

Tuesday-Friday

THE ANDER FOUNDATION JOURNALISM SEMINAR

Wednesday

MEDIA INDUSTRY

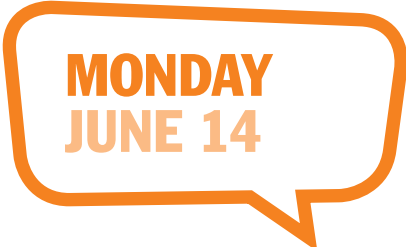
Tuesday and Friday: Future outlooks
Thursday: Media Industry Day

SYMBOLS:

-  Keynote speeches
-  Research forum
-  Youth moving youth policies forward
-  Film seminars or workshops



WS EDUCATION: PROMOTING CREATIVITY
Seminars and workshops on education
learning and understanding media and
information.



MONDAY
JUNE 14

13:00 REGISTRATION

16:00

**16:00 OPENING CEREMONY AND WORLD CULTURE
FESTIVITIES**

18:30

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 of the European Commission Ms. Margot Wallström.

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

Defining the challenges.

20:00 GET TOGETHER

00:00

Children's global culture – stills and moving images show, dance and music. A taste of Swedish smorgasbord complimentary by the City of Karlstad.



**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

08:30 WELCOME!

08:45 Young people performing

08:30 WS EDUCATION OPENING SPEECH

08:45 Presented by Eva-Lis Sirén, Education International, Sweden

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

"Entrepreneurship & Journalism for young refugees"

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

10:15 WORLD CAFÉ

10:45

10:15 DIGITAL TOURIST

11:45 Workshop*. a workshop co-managed with the Ministry of Culture of and the Swedish Media Council.

10:45 INTERNATIONAL PANELS × 2

11:30 International delegates to follow up and discuss issues related to opening ceremony talks and key note speeches. "International Media Literacy Policies" and "National Media Literacy Organisations"



RESEARCH FORUM PLENAR SESSION

The International Clearinghouse on Children, Youth and Media at Nordicom, University of Gothenburg, organizes a Research Forum in co-operation with the Summit. 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. Presented by Ulla Carlsson, Nordicom, Sweden. Dafna Lemish, Tel Aviv University, Israel.



WS EDUCATION: PROMOTING CREATIVITY

Each session introduced by staff from Media and Communications studies at Karlstad university

"Toddlers and pre-schoolers facing media and technologies"

Seminar. Presented by María Dolores Souza, National Television Council, Chile

"Young people's net cultures for dummies"

Seminar. Presented by Elza Dunkels, Umeå University, Sweden

10:45 "Radijojo: Giving children a voice – worldwide"

11:30 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, Sweden

10:45 Nordic film: Sweden - "From young to talent"

11:30 Regional resource centre for film and media; developing talent and critical skills and resources – a Swedish example. Presented by Carina Ekman and Henrik Thorson, 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

11:45 OPEN PRESENTATION FORUM

12:15 "Hope and Future with our own Voices"

Britt-Marie Meyer och Lena Sundberg, Morkarlbyhöjden, Sweden

"Youth Media for Europe"

Marion Creely, Irish Public Service Television, Ireland.

"Science Fiction Fandom"

Irma Hirsjärvi, Jyväskylä University, Finland

"Internet Safety och Holistic View."

Stefan Lampinen, Entertainment & Devices EMEA, UK.

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

Gevisa La Rocca, University of Palermo, Italy.

12:45 FUTURE OUTLOOKS × 5 SEMINARS

13:30 "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 Publishers – WAN-IFRA, France.

"Me the media"

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

*1) to be confirmed

*1) This programme has been updated March 11 2010.

12:45 WS EDUCATION: PROMOTING CREATIVITY

13:30 Each session introduced by Media and communications studies
Karlstad university



"Introducing creativity and 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 FACING THE CHALLENGES

"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.

13:30 KEYNOTE SPEECH I AND II

I: "Linking Media Education with health education"

14:45 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

14:00 FUTURE OUTLOOKS x 4 SEMINARS

"Gaming Industry"

14:45

Seminar. Presented by Swedish Games Industry, Sweden

"Cellphone and communication industry"

SonyEricsson* and Skype*

"Newspaper Industry"

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

"Me the media"

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

14:45 WORLD CAFÉ

15:15

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. "International Media Literacy Policies" and "National Media Literacy Organisations"

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*

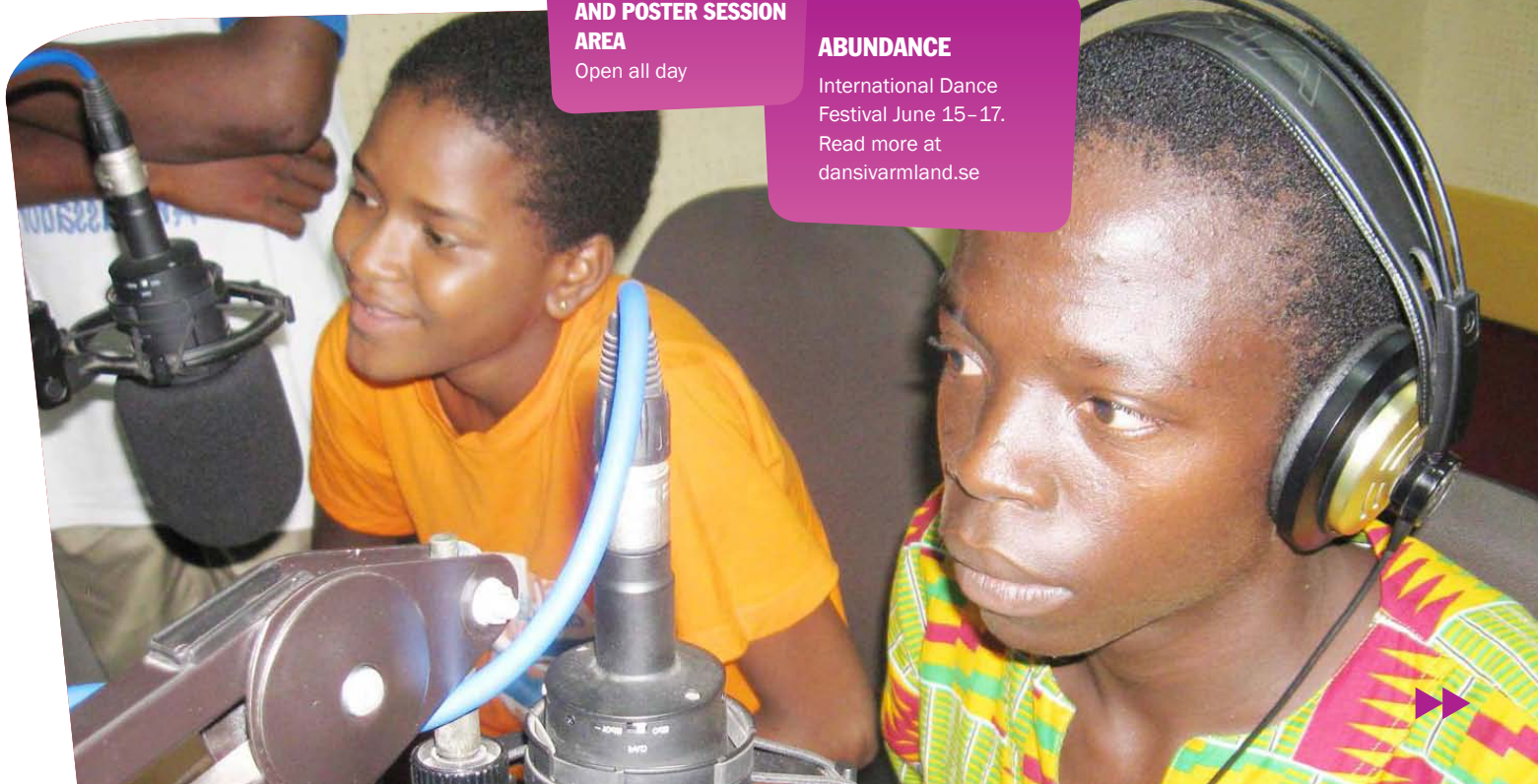
"Media monitoring Africa"

Seminar. Presented by William Bird, Mediamonitoring, Africa

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

ABUNDANCE

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



**EXPLORE THE CITY NIGHT-
LIFE WITH INNER HARBOUR
RESTAURANT AREA**

WORLD CULTURE FESTIVITIES II

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

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



WS EDUCATION: PROMOTING CREATIVITY

Each session introduced by staff from Media and Communications studies at 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

"Peace revolution and the media"

Seminar. Presented by Worakate Thangsurbkul, Peace Revolution, Thailand.

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

18:00



"Media Literacy and Education"

Organised by Nordicom. Moderator: Jordi Torrent, USA and Vladimir Gaï, France.

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: Mobile video workshop. Presented by Stefan Barkman, Film i Värmland, Sweden

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

III: Cinekid Workshop. Presented by Gabby Wildenbos, Cinekid, the Netherlands

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



16:45 FACING THE CHALLENGES!

17:30

"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 Vadeloo, Community Prophets, Australia



WS EDUCATION: PROMOTING CREATIVITY

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"Raising interest in maths, science and technology"

"Seminar and workshop on how serious environmental and economic challenges can be solved by the involvement of skilled science and technologists." 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 Dan Nilsson and Robert Kallström, Karlstad Media Education Centre, Sweden



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



WS EDUCATION: PROMOTING CREATIVITY

Each session introduced by staff from Media and Communications studies at Karlstad university

"Videogaming"

Workshop. Presented by Massimiliano Andreoletti and Anna Rago-sta, 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"

This engaging and fast-paced masterclass will be led by DK, Media-Snackers Founder, UK and is for youth and media professionals.

"Media pedagogics and learning through moving images"

Seminar. Presented by Kjerstin Johansson and others, Film i Värmland, Sweden

"Radijojo: Giving children a voice – worldwide"

Workshop. Presented by Thomas Röhlinger, Radijojo, Germany

10:15 WORLD CAFÉ

10:45

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. "Human Rights and Intercultural dialogue" and "Implementation and evaluation of Media Literacy in the classroom"

FACING THE CHALLENGES!

"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



Nordic film: Norway

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

Presented by Elisabeth Aalmo, Norwegian Film Institute, Norway

11:30 LUNCH

12:45

11:45 OPEN PRESENTATION FORUM

"OnAir. A European project on Media education"

Ida Cortoni, University of Rome, Italy.

"Affective and Sexual Relationships in Soap Operas and Reality Shows in Brazilian Television"

Marcus Tavares, Pontifícia Catholic University Rio de Janeiro, Brasil.

"Media education workshop"

Irving Rother, Association for Media Education, Canada.

John Murray, McGill University, Canada, Youth-the Arts-HIV-AIDS-Network.

Alberto Parola & Roberto Trinchero, Italy.

12:45 FACING THE CHALLENGES!

13:30

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

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

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

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

"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

13:30 KEYNOTE SPEECH III AND IV MEDIA EDUCATION

14:45



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

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13:30 WS EDUCATION: PROMOTING CREATIVITY

14:45 "Videogaming"

Workshop. Presented by Massimiliano Adreoletti and Anna Ragosta
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"

This engaging and fast-paced masterclass will be led by DK, Media-Snackers Founder, UK and is for youth and media professionals.

"Media pedagogics and learning through moving images"

Seminar. Presented by Kjerstin Johansson and others, Film i Värmland, Sweden

"Radijojo: Giving children a voice – worldwide"

Workshop. Presented by Thomas Röhlinger, Radijojo, Germany

14:45 WORLD CAFÉ

15:15

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. "Human Rights and Intercultural dialogue" and "Implementation and evaluation of Media Literacy in the classroom"

15:15 FACING THE CHALLENGES!

16:00 "Communication for social change"

Seminar. Presented by Patricia Castaño, Citurna productions, Colombia

"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

"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



WS EDUCATION: PROMOTING CREATIVITY

Each session introduced by staff from Media and Communications studies at Karlstad university

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

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

"Sweden: Heaven and Hell"

Seminar. Presented by Fredrik Holmberg, Filmpedagogik.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

"Cinekid Media Literacy Programme"

Seminar. Presented by Gabby Wildenbos, Cinekid, The Netherlands



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

16:00 RESEARCH FORUM

18:00



"Children, Media, Consumption and Health"

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

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, Film i Värmland, Sweden

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

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

16:45 FACING THE CHALLENGES!

17:30

"Plan International Youth Program – Workshop"

Presented by Linda Raftree, Plan International, USA

"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

16:45 WS EDUCATION: PROMOTING CREATIVITY

17:30



Each session introduced by staff from Media and Communications studies at 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 on how serious environmental and economic challenges can be solved by the involvement of skilled science and technologists." 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

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

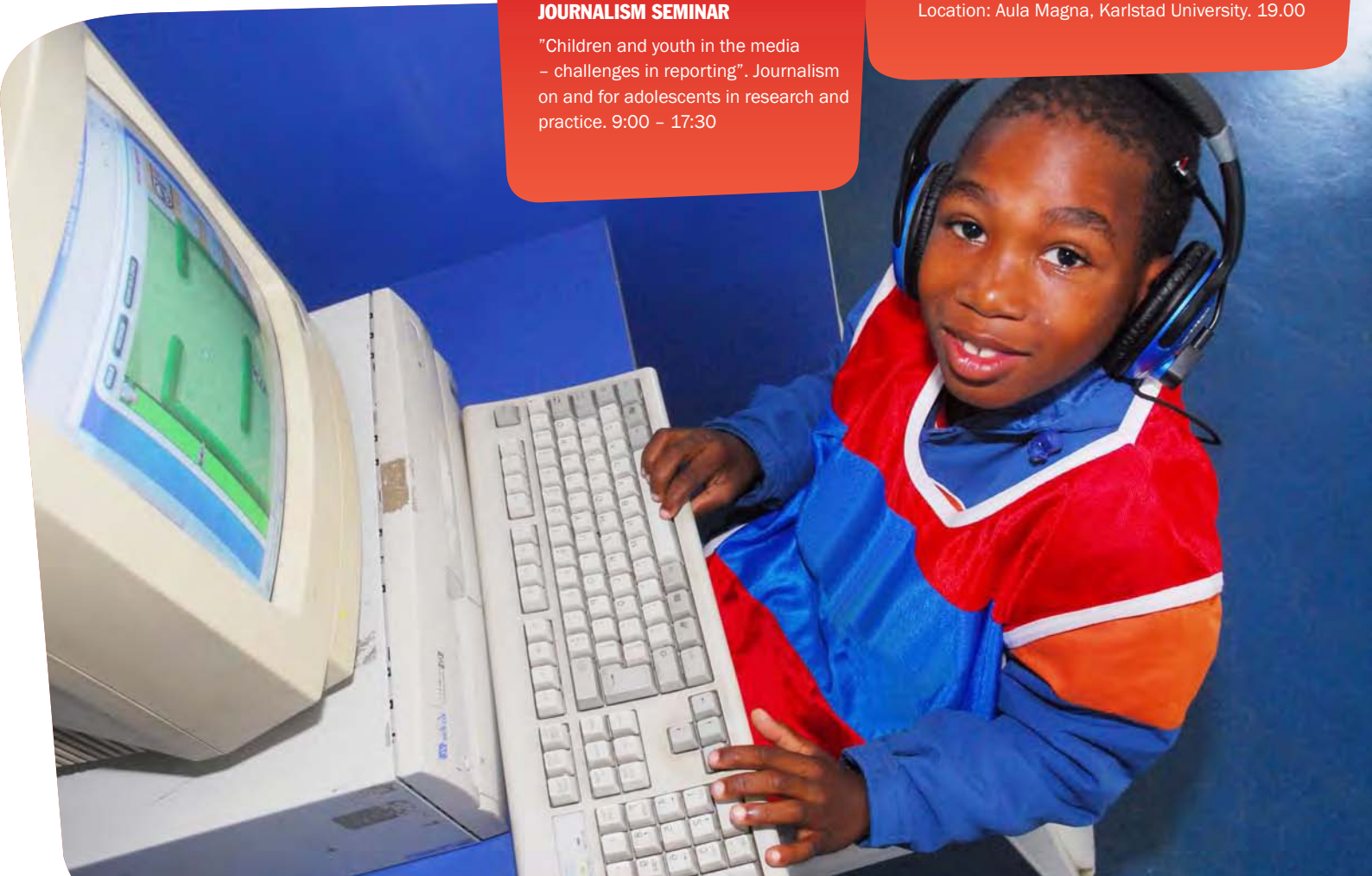
Open all day

**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 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

14:45 - 15:15
WORLD CAFE

**GALA DINNER AND
DANCE TO LIVE MUSIC.**
Location: Elite Stadshotellet.
19.00

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



WS EDUCATION: PROMOTING CREATIVITY

Each session introduced by staff from Media and Communications studies at Karlstad university

"Making photo in educational contexts"

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

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

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

"Children's television in Latin America - Educational content and other qualities"

Seminar. Presented by María Dolores Souza, Chile

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

Seminar. Presented by Ronny Theeuwes, Cinekid, the Netherlands

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

Seminar. Presented by Joana Ivarsson Vitório, Save the Children, Sweden*,

10:15 WORLD CAFÉ

10:45

10:45 INTERNATIONAL PANELS x 2 MEDIA INDUSTRY

11:30 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

11:30 LUNCH

12:45

11:45 OPEN PRESENTATION FORUM

International Panel:

12:15 **"Media Literacy and Media Education - a tool IN and AFTER crisis in different parts of the world"**

Moderator: Miomir Rajcevic, Media Education Centre, Serbia
Panel members: Firdoze Bulbulia, Moments, South Africa. Hania Asgari, UniteDreams, Iran. Noa Elefant Loffler, TV and Radio, Israel. Vinod Ganatra, CAVEF, India.

"The values of audiovisual education. Barcelona International Television Festival experience since 1977"

Presented by Doina Bird, Barcelona International television Festival, Spain

"Monitoring Media Education in Practice"

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

"Learning with radio in 300 schools"

Presented by Silvia Bacher, National School Radio Network, Argentina

"The Veracity of Multimediaeducation at the Kindergarten Level"

Presented by Beate Weyland, University of Bolzano, Italy

"TV consumption and the representation of the role of gender in adolescents"

Presented by Daniela Robasto, University of Torino, Italy

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

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 13:30-16:00 and Session 4 16:30-18:00

13:30 KEYNOTE SPEECH VII AND VIII

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

*) to be confirmed

*) This programme has been updated March 11 2010.

ABUNDANCE

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

World Summit Exhibition Area

Open all day



13:30 WS EDUCATION: PROMOTING CREATIVITY

Each session introduced by staff from Media and Communications studies at Karlstad university



"Making photo in educational contexts"

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

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

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

"Children's television in Latin America - Educational content and other qualities"

Seminar. Presented by María Dolores Souza, Chile

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

Seminar. Presented by Ronny Theeuwes, Cinekid, the Netherlands

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

Seminar. Presented by Joana Ivarsson Vitório Save the Children, Sweden*,

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

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

Chair Panel IV: 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
-
16:45

FACING THE CHALLENGES!

"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

16:00 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, Sweden



"The essentials of visual communication"

Workshop. Presented by Bo Bergström, Sweden

"New report on the international media concept Idol - TV program, newspapers and webb."

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

"To be updated"

Seminar. Presented by Webbstjärnan, Sweden

16:00 RESEARCH FORUM

"Media, Ethics and Social Responsibility"

Organised by Nordicom. **Moderator:** Sirkku Kotilainen, Finland
Panellists: Divina Frau-Meigs, France. Manisha Shelat, India/ USA. 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: Mobile video workshop. Presented by Stefan Barkman, Film i Värmland, Sweden

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

III: Make Your own TV-program. Presented by Ola Lindholm, Karlstad Media Education Centre, Sweden

16:45 FACING THE CHALLENGES!

"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



WS EDUCATION: PROMOTING CREATIVITY

"Raising interest in maths, science and technology"

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

"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

"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

*¹) to be confirmed

*²) This programme has been updated March 11 2010.

FRIDAY JUNE 18

08:15 WELCOME!

–
08:30 Young people performing

08:30 KEYNOTE SPEECH IX AND X POLICY MAKING AND MEDIA

–
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 Dan Granlund, 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

–
10:15

10:15 INTERNATIONAL PANELS × 2 POLICY-MAKING AND MEDIA

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 Mats Bo Petersen, Dvoted.net, Sweden



WS EDUCATION: 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 on how serious environmental and economic challenges can be solved by the involvement of skilled science and technologists." Presented by Alexa Joyce, European Schoolnet, 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

11:15 OPEN PRESENTATION FORUM

–
11:45 **"Models and Instruments for Digital Competence Assessment at School"**

Presented by Maria Ranieri, University of Florence, Italy

"ICTs and Media Education in schools. The role, attitudes and behaviours of principals"

Presented by Gabriella Polizzi, University of Palermo, Italy

"Roma Youth Radio"

Presented by Henry Loeser, Masaryk University, Czech Republic

"Active citizenship education through Media Literacy Education - a PhD study in Educational Science"

Presented by Barbro Oxstrand, University of Gothenburg, Sweden

"Media Education in compulsory school: an empirical research"

Presented by Roberto Farne, University of Bologna, Italy

12:15 KEYNOTE SPEECH IX AND X POLICY MAKING AND MEDIA

–
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"

Seminar. Presented by Firdoze Bulbulia, CIFEJ, South Africa

"Swedish Public Service Radio"

Seminar. Presented by Dan Granlund, 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

12:15 RESEARCH FORUM

–
14:15 **"Communication for Social Change"**

Organised by Nordicom. Moderators Thomas Tufte, Denmark and Florencia Enghel, Argentina

Panellists: Rossana Reguillo, Mexico. Iryna Vidanova, Belarus Antonieta Muñoz-Navarro, Chile. Ece Algan, USA. 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 Workshop. Presented by Ilma, Cinekid, the Netherlands

*) to be confirmed

*) This programme has been updated March 11 2010.

**13:30 – 14:15 INTERNATIONAL PANELS x 2
POLICY-MAKING AND MEDIA**

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

INTERNATIONAL PANEL

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

Panel presented by Lynn Whitaker, University of Glasgow, UK

Panel members: Gunn Enli, Oslo, Norway. Jeanette Steemers, Westminster, UK and Maire Messenger Davies, Ulster, UK.

13:30 – 14:15 FACING THE CHALLENGES!

"To be updated"

Seminar. Presented by Samuel Sjöblom, Fanzingo, Sweden

"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



WS EDUCATION: PROMOTING CREATIVITY

Each session introduced by Media and communications studies Karlstad university

"Finnish Society on Media Education as a global innovation"

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

"Experiences and attitudes towards sexual exposure on the Internet"

Seminar. Presented by Maria Nyman, 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

13:30 – 15:00 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

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

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 former Vice President of the European Commission Ms. Margot Wallström.

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

Highlights from the Summit week

Global Youth Council confronts the international experts. Resume from the week.

2013 - Next World Summit host introduced

CLOSING CEREMONY

Entertainment

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

Open all day



*¹) to be confirmed

*¹) This programme has been updated March 11 2010.

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

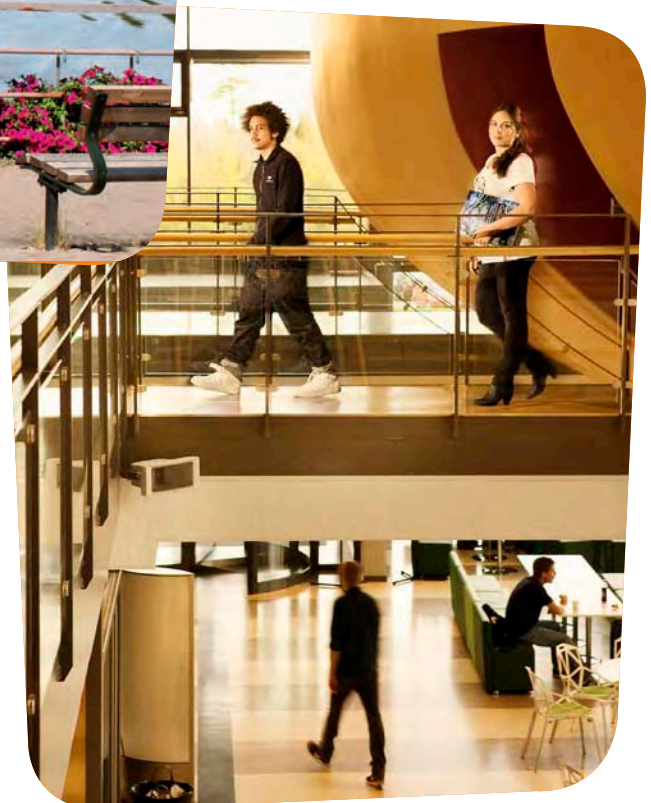
Our population is just over 84 000 inhabitants, and our ambition is to grow and expand to a bigger city.

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

