

YOUNG PEOPLE IN THE MEDIA

**A Review of Young People's Participation in the Media in UNICEF Projects for
the East Asia and Pacific Region**

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Contents

I	A List of Acronyms	2
II	Map of the Region	3
III	Executive Summary	4
IV	Introduction	5
V	Methodology	6
VI	Participation and UNICEF	7
VII	Young People's Participation in the Media	13
VIII	UNICEF- Participation and the Global Communications Strategy	17
IX	UNICEF - East Asia and the Pacific Region and Participation	22
X	A Mapping of Country Offices Participation Efforts	31
XI	A Review of the Best Practices	49
XII	Issues and Challenges	64
XIII	References	67
XIV	Appendices	69

SECTION I

A List of Acronyms

ABU - Asia-Pacific Broadcasting Union
BM - Bureau Manager
CASBAA - Cable & Satellite Broadcasting Association of Asia
CCTV - Children of China Central Television
CEFDW - Convention on the Elimination of all forms of Discrimination against Women
CF - Children's Forum
CRC- Convention on the Rights of the Child
C/YP- Children and Young People
EAPR - East Asia and the Pacific Region
EAPRO - East Asia and the Pacific Regional Office
FBCL - Fiji Broadcasting
GMC - Global Movement for Children
ICDB- International Children's Day of Broadcasting
ICWF - Indonesian Child Welfare Foundation
JRC- Junior Reporter Club
KNN - Kabataan News Network
MAGIC - Media Activities and Good Ideas with, by and for Young people
MDG - Millennium Development Goals
MOE - Ministry of Education
MTSP - Medium Term Strategic Plan
NBC - National Board for Children
NCCYD - National Council for Child and Youth Development
NGO- Non-Government Organisation
PIA - Philippine Information Agency
PMFI - Probe Media Foundation Incorporated
PNG - Papua New Guinea
PRD - Public Relations Department
PSA - Public Service Announcement
TYNC - Thai Youth News Center
UDHR- Universal Declaration on Human Rights
UN - United Nations
UNICEF - United Nations Children's Fund
UNSSC - United Nations Special Session on Children
VOY2 - Voices of Youth two
WFFC - World Fit For Children

SECTION II

A Map of the Region



Within UNICEF's East Asia and the Pacific (EAP) the countries with national committees include: Australia, Japan, Republic of Korea and New Zealand. There is also the Hong Kong Committee for UNICEF. Programme countries include: Cambodia, China, DPR Korea, Indonesia, Lao PDR, Malaysia, Mongolia, Myanmar, Papua New Guinea, Philippines, Thailand, Timor-Leste, Viet Nam and the Pacific Islands. The Pacific Islands include: Cook Islands, Fiji, Kiribati, Marshall Islands, Micronesia, Nauru, Niue, Palau, Samoa, Solomon Islands, Tokelau, Tonga, Tuvalu and Vanuatu. Fiji serves as the management office for the Pacific Islands.

SECTION III

Executive Summary

The purpose of this report is to provide the reader with a good understanding of the logic and approach taken by the United Nations Children's Fund (UNICEF) towards their initiatives in young people's participation in the media and to provide information regarding current projects within the East Asia and Pacific Region (EAPR)*.

The report provides a basic overview of UNICEF and its commitment to children and young people's (c/yp's) participation in general and more specifically to their participation in the media. UNICEF's global and EAPR media and communications strategies are briefly explored in relation to the Medium Term Strategic Plan (MTSP) for 2002-2005 and examples of young people's participation in the media at these levels are given. A mapping of related activities at a country level for the region is then provided followed by a more thorough analysis of two projects, which demonstrate the region's best practice. Finally, an analysis of the issues and challenges facing "genuine and effective" young people's participation in the media are highlighted.

The methodology used as the basis of this report is not intended to be comprehensive and scientifically rigorous. The approach taken and the final report are designed only to review relevant information and to inform interested parties in UNICEF's EAPR and its partners of the region's work and lessons learnt in fulfilling its goals related to young people's participation in the media.

The information provided in this report was primarily gathered from a desk review and UNICEF Communications Officers, located at the region's Country Offices, who responded to a questionnaire covering young people's participation in the media.

The key findings and messages from the work that has been undertaken to compile this report are:

- q UNICEF EAPR projects on young people's participation in the media to date have focused on teaching young people new media skills, educating them about child rights issues, encouraging them to have an opinion on issues facing them and their communities and creating a platform for them to "speak out" and have their voices heard through radio, print and television media.
- q The most visible and successful programs would appear to be the ones that incorporate the ideals of "genuine and effective" participation. That is, they create

* For a list of these countries please refer to the map in Section II of this report

an environment whereby young people are involved in every step of the process from planning to production to evaluation.

- q The main challenges ahead facing "genuine and effective" participation in the media are: getting adults to "let go", creating an environment at school, home and in the community where young people's participation in the media is encouraged and taken seriously and generating enough funds for a sustainable and successful projects.

- q To overcome these challenges more promotion and education on young people's participation in the media and elsewhere is needed to create a more enabling environment.

SECTION IV

Introduction

The purpose of this internship was to undertake a desk review on the participation of young people in the media in the EAPR. This included a review of the best practices and an analysis of opportunities with reference to the involvement of broadcasters within the region in the International Children's Day of Broadcasting (ICDB).

The idea of this report is to support the East Asia and the Pacific Regional Office's (EAPRO's) efforts to expand the participation of young people in 'all walks of life' and to promote their right to 'speak out and be heard' particularly in the media.

This report is intended to provide useful information for the strategic planning of EAPRO's work on child and youth participation in relation to the media and thus promotes UNICEF's MTSP and a World Fit For Children (WFFC) goals.

Ms. Emily Booker, Communications Officer and Mr. Victor Karunan, Project Officer, in the Communication and Partnerships section at UNICEF, EAPRO co-ordinated and supervised this internship.

The terms of reference for the project can be found in the Appendices of this report.

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February 2004

SECTION V

Methodology

Information on young people's participation in the media was initially gathered from EAPR Country Annual Reports 2002. The reports only provide a brief mention of the participation activities, as their drafting guidelines do not require countries to specifically report on how participation is woven into their programming and projects.

In order to gain a better understanding of how young people's participation in the media was incorporated into country programming and projects a questionnaire was constructed. Marnelle Dragila's "Child Participation Review Questionnaire" was used as a basis for this. However, more specific questions relating to young people's participation in the media were added.* Where further information was required on a specific project, email and telephone correspondence to Communication Officers in Country Offices was utilised. The questionnaire and Country Office responses can be found in the Appendices.

As the EAPRO is based in Bangkok field visits to some Thai projects based in this area were possible. The opportunity was provided to attend the press launch of Thailand's ICDB that was held at the Government Public Relations Department and to attend the Radio Thailand studios where Thai young people were participating in radio and TV programs for ICDB 2003.* Obviously this privilege allowed for the gathering of more information for Thailand's ICDB than for other countries.

* Marnelle Dragila's questionnaire can be found in *"Article 12 in Practice: A Review of Child Participation in UNICEF Country Programmes in the East Asia and Pacific Region"* (Bangkok, UNICEF, 2003) p 84

* For more information see section XI - "Best Practices"

SECTION VI

Participation and the United Nations Children's Fund (UNICEF)

UNICEF Overview

UNICEF was created in 1946 to meet the emergency needs of children in post-war Europe. Today, UNICEF works to improve the lives of children everywhere, particularly those in developing nations. UNICEF supports a wide range of community based programs in the areas of primary health care, nutrition, basic education, water and environmental sanitation and gender and development. This is achieved through co-operation with other United Nations (UN) bodies, governments and non-government organisations (NGOs), and through an extensive body of field networks.¹

UNICEF's 'Mission Statement' mandates the organisation to:

*"Advocate for the protection of children's rights...to promote the equal rights of women and girls and to support their full participation in the political, social and economic development of their communities"*²

To further these aims UNICEF supports activities that work towards the realisation of the rights of children and women as laid down in the *Convention on the Rights of the Child (CRC)* and the *Convention on the Elimination of all forms of Discrimination Against Women (CEDAW)* documents.

As UNICEF is a member of the UN family it too adheres to the UN Charter and is guided by the *Universal Declaration on Human Rights (UDHR)* and its various instruments. Thus, like the UN, UNICEF has a rights based approach to development. Human rights and child rights principals govern UNICEF's work in all sectors and at each stage of the development process. These principals, that echo those of the UN include: universality, non-discrimination, the best interests of the child, the right to survival, the indivisibility of and interdependence of human rights, accountability and respect for the voice of the child.³ Thus, at the very core of UNICEF as an organisation is the concept of participation and respecting the voice of the child.

¹ Dragila, Marnelle "Article 12 in Practice: A review of Child participation in UNICEF Country Programmes in the East Asia and Pacific Region" (Bangkok, UNICEF, 2003) p34 [Hereinafter "Article 12"]

² UNICEF Online: "UNICEF Mission Statement" <http://www.unicef.org/crc/bg016.htm> Accessed 17/12/03

³ UNICEF Online: "UNICEF Realising Rights, Getting Results" www.unicef.org/rightsresults/index.html Accessed 17/12/03

The CRC and Participation

The CRC has further stipulated that children are not mere recipients of services or beneficiaries of protective measures. Rather, they are rights holders and as such have the right to participate in decisions that affect them.⁴

Article 12 of the CRC in particular, affirms the right of the child to express their views and to have those views listened to and respected in accordance to the child's age and maturity. What is implied in Article 12 is the child's right to be involved in decision-making, the right to participate.

Article 12⁵

1. States Parties shall assure to the child who is capable of forming his or her own views the right to express those views freely in all matters affecting the child, the views of the child being given due weight in accordance with the age and maturity of the child.
2. For this purpose, the child shall in particular be provided the opportunity to be heard in any judicial and administrative proceedings affecting the child, either directly or through a representative or an appropriate body, in a matter consistent with the procedural rules of national law.

Working in conjunction with Article 12 are Articles 13-17 that specify the child's right to information. This recognises the need for the child not only to have their decisions heard and given due weight but also to be provided the information to make educated judgements.

Children, in the CRC, are viewed as having an "evolving capacity" to contribute to decisions and processes that affect their lives. Thus, as they grow, they are acknowledged to have the right to increasing autonomy and a growing capacity for decision making.⁶

[Note that the CRC definition of a child is someone under the age of 18 but UNICEF programming also often incorporates older children, whose rights are similarly protected through other UN instruments. So for purposes of this report the group aged 0-24 will be known as children and young people (c/yp)]

Based on the principals that are outlined above, c/yp participation in decisions that affect them is one of their fundamental human rights and it is therefore incorporated into UNICEF policy and projects.

Other Advantages

⁴ Pias, Marta Santos *Junocenta Essays No.9:A Human Rights Conceptual Framework For UNICEF* (Florence, UNICEF, 1999) p5 [Hereinafter "Junocenta Essays"]

⁵ "Convention on the Rights of the Child" (UN, 1989) found online at <http://www.unicef.org/crc/fulltext.htm> Last Accessed 17/11/03 [Hereinafter "CRC"]

⁶ "Junocenta Essays" *Supra* note 4

We have already established that the participation of c/yp in public life is their intractable human right as individuals but there are other advantages as well. As a development organisation UNICEF recognises that allowing the "client" to participate in the decision making and implementation of projects leads to more effective and sustainable development programming. Two reasons for this can be identified. Firstly, everyone, including c/yp, are masters of their own circumstances, they carry a body of experience and knowledge that is uniquely theirs. Hence, their input into the programming process allows for greater understanding of their realities and a more compatible program. Secondly, the "client's" participation in development programming helps to build a sense of "ownership" and "responsibility" over the project for both young and old. Research has shown that this further strengthens the quality of programs as participants feel more in control of their own destinies.⁷

Participation also teaches c/yp how to exercise their civil and political rights. Participation in forums such as schools and communities teaches c/yp that democracy is more than just electing a national government. C/yp whose opinions are taken seriously and who have a say in decisions that affect them, are far more inclined to feel a sense of belonging to their communities and respect for structures of government.⁸

Furthermore, participation has a positive psychological effect on the participants. Research by Cappalaere and De-Winter, 1999, showed that:

*"Children who grow up in a participatory atmosphere (at home, at school, in institutions) do better, reach higher levels of moral development, become more socially involved, with less psychological and social problems"*⁹

It is for all these reasons that UNICEF promotes and provides opportunities for c/yp's participation in a variety of environments, including the media. The advantages of c/yp participation in the media encompass the basic elements outlined above. Participation in the media teaches c/yp that: they are rights holders, it gives c/yp a platform to allow them to articulate their opinions, it provides them with new skills and gives them the confidence to be active members of political and civil society. This will be further discussed at length below.

UNICEF Policy and Approach to Participation

UNICEF's c/yp participation efforts are carried out in a number of different settings such as conferences, regional surveys, humanitarian aid, media campaigns and assisted projects in partnership with other NGOs and governments. Ideally, c/yp should be enabled to participate in every step of the process. This includes planning, implementation and evaluation. Participation must also be voluntary and information must be provided in full to all participants.

⁷ UNICEF Philippines: *"Voices of Filipino Children: Helping Realise the Child's Right to Participate"* (Manila, UNICEF, 2001) p8 [Hereinafter "Voices of Filipino Children"]

⁸ Landsdown, Gerison *"Promoting Children's Participation in Democratic Decision-Making"* (Florence, UNICEF, 2001) pp 6-7

⁹ As cited in "Voices of Filipino Children" p 8 *Supra* note 9

Guidelines employed for the projects are in line with human rights based principals, as outlined above. This entails that essential elements such as equity without any form of discrimination on creed, age, gender, rural-city etc., should be ensured at all times.¹⁰

Participants are to be given the same opportunities to have their opinions sought out, listened to and respected. Participation activities are to be conducted in safe environments that do not reflect any hierarchy but are all-inclusive. The rules of participation must be fair, providing and encouraging equal participation from all c/yp including c/yp from minority or marginalised groups. In addition, the language spoken and the physical environment must accommodate all participants.¹¹

These criteria are required for what UNICEF calls "genuine and effective" participation and encompasses all UNICEF participatory activities including participation in media related activities.¹²

The participation of c/yp in UNICEF projects is also based on the c/yp "evolving capacities" as outlined above. Using the "life cycle approach" the most effective and crucial stage of a c/yp life is identified to target projects for maximum benefit. Using this approach, participation is seen as most effective, that is having the greatest positive impact on a c/yp life, during adolescence, which the UN defines as the age of 10-18.¹³ This age is believed to be the most crucial in order to break a range of vicious cycles that can be passed down from one generation to the next. For participation in media projects the most common ages are between 12-20 with an average age of 16. Thus, to encompass all participants hereinafter child participation in the media will be referred to as "young people's participation in the media" in accordance with UNICEF's definitions.

UNICEF Age Definition¹⁴

- Child: 0- 18
- Adolescent: 10-18
- Young People: 12-24
- Youth 15-30

UNICEF's Medium Term Strategic Plan (MTSP)

The 2002 -2005 MTSP five priority areas for UNICEF's work globally stem from the target setting documents: the Millennium Development Goals (MDGs) and the World Fit For Children (WFFC) that have outlined development aims that are to be met in 2015 and 2010 respectively.

¹⁰UNICEF: "*Implementation Handbook for the Convention on the Rights of the Child*" (Geneva, UNICEF, 2002) p166

¹¹ "Article 12" *Supra* Note 1 p28

¹² *Ibid.*

¹³ "Article 12" *Supra* Note 1 p21

¹⁴ "Voices of Filipino Children" *supra* Note 7 p 9 see also online at:

http://www.joicfp.or.jp/eng/where_j_operates/asia_s_who.html Last Accessed 26/1/04

Presently, UNICEF's priority areas for c/yp as outlined in MTSP include: Girls Education, Early Childhood, Immunisation 'Plus', Fighting HIV/AIDS and Protecting Children from Violence, Exploitation, Abuse and Discrimination.¹⁵ These priorities directly contribute to fulfilling a large number of child rights, as all rights are interrelated and inter-linked. Approached together, UNICEF believes that these goals work towards breaking the cycle of poverty and help UNICEF to have the greatest positive impact on the lives of c/yp at this time.¹⁶

The MTSP highlights the role of participation to underscore its importance as a right and a means of achieving its goals in the areas of Girl's Education, HIV/AIDS and Child Protection.¹⁷ [Note that Immunisation 'Plus' is aimed at very small children, usually under three and is therefore not targeted for participation.] However, the MTSP does not clearly state how c/yp participation should be utilised in carrying out its objectives. Therefore, some Country Offices may find it difficult to implement participatory projects, especially if it is not a national or donor priority.¹⁸

UNICEF's Country Offices along with their partners carry out the participation efforts in their various programs. Country Offices are those offices that work closest to the people in a variety of settings. However much of UNICEF's participation work remains largely event based and is not implemented as part of their longer-term programming.¹⁹

Summary

As UNICEF is a subsidiary of the UN it has a rights based approach to development. That is, it works towards development through meeting human rights standards and, more specifically, through those principals laid out in the CRC. One of these principles is participation. For this reason and for the other benefits canvassed, the participation of c/yp is highlighted in UNICEF's MTSP and encouraged to be incorporated in UNICEF projects that promote the five priority areas and c/yp rights in general.

The participation of young people in the media is an effective way of promoting c/yp's right to be heard and to have their views taken seriously as per Article 12 of the CRC. The media, a powerful tool traditionally dominated by adults, can be used as a medium to empower c/yp and promote their rights.

¹⁵ UNICEF: "*UNICEF's Priorities for Children 2002-2005: 2nd edition*" (New York, UNICEF, 2002)

p11

¹⁶ *Ibid.* p13

¹⁷ "Article 12" *Supra* note 1 p20

¹⁸ *Ibid.* p21

¹⁹ *Ibid.* p29

SECTION VII

Young People's Participation in the Media

"The child/media relationship is an entry point into the wide and multifaceted world of children and their rights- to education, freedom of expression, play, identity, health, dignity and self respect, protection - and that in every aspect of child rights, in every element of the life of a child, the relationship between children and the media plays a role." (Oslo Challenge, 1999)

Background

The mass media, with its ability to reach, inform, educate and change attitudes is a powerful tool in today's so-called globalising society. In Asia for example, TV reaches 90% homes and c/yp in the Asia-Pacific region watch an average of 2-5 hours per week.²⁰

If young people are to benefit from the opportunities that are arising through the coverage and influence of the mass media there is a need to facilitate their participation. Not only will this allow them to exercise their right to express their views and give them access to educational material but also it helps other young people and particularly adults, understand the world through a young person's eyes. The mass media moreover, has the potential to have a profound influence on the attitudes of national and international decision-makers who are themselves strongly influenced by its reach and power on public opinion.

As a general observation, young people in the media have relatively low visibility. All too often they are shown in stereotypes such as "helpless victims", "little angels" or "irresponsible delinquents". When the views and voices of c/yp are excluded, often the effect is to make them the objects of anger, disapproval, pity or even fear. It dehumanizes them, detracting from the fact that they too have opinions and experiences.²¹ The inaccurate picture that the mass media often paint of c/yp hinders the rights laid down in the CRC, especially those rights relating to child participation. Providing a platform in the media where young people can be seen and heard to have their own opinions, be active members of the community and stand up for their own rights, not only helps to educate the participants themselves but also other c/yp and adults.

A human right

Article 12

The mass media is a medium that can enable young people to fulfil their human right to participate and have their voices heard (ref. Article 12 of the CRC), on a large

²⁰ UNICEF EAPR: "Children's Television: Partnerships for Quality - 2nd Annual Asia-Pacific Television Forum " (UNICEF, Bangkok, 2002) p 1

²¹ McNeil, Sarah "Youth Radio Manifesto - draft" (Save the Children, Bangkok, 2003)

scale. Due to the high visibility of the media, when programs involving young people are put in place, not only are they practising their rights but also by simply being seen to participate, they are working as advocates for those rights and influencing community attitudes and decision-making.

Article 17

It is the media's influence on the social and emotional development of c/yp that is of specific concern to Article 17 of the CRC. Article 17 requires the mass media to perform the important function of disseminating material that promotes the "*social, spiritual and moral wellbeing*" of the child.²² The media is thus recognised in the CRC as playing an important function in a c/yp development and must therefore be engaged in promoting suitable programming.

By providing programming that includes the participation of young people, the media is not only adhering to Article 12 but also to Article 17 of the CRC. Programs made for and by young people educate through:

- a) Having young people be seen to participate in this way in such public arena
- b) The content, that often deals with CRC issues and the views and experiences of others inside and outside of the audiences' community.

Article 17²³

States Parties recognise the important function performed by the mass media and shall ensure that the child has access to information and material from a diversity of national and international sources, especially those aimed at the promotion of his or her social, spiritual and moral well-being and physical and mental health. To this end States Parties shall:

- a) Encourage the mass media to disseminate information and material of social and cultural benefit to the child in accordance with the spirit of article 29;
- b) Encourage international co-operation in the production exchange and dissemination of such material from a diversity of cultural, national and international sources;
- c) Encourage the production and dissemination of children's books;
- d) Encourage the mass media to have a particular regard to the linguistic needs of the child who belongs to a minority group or who is indigenous;
- e) Encourage the development of appropriate guidelines for the protection of the child from information and material injurious to his or her well-being, bearing in mind the provisions of articles 13 and 18.

Active in Civil and Political Society

Participation in the media allows young people to contribute to the public debate and articulate what their needs and desires are, and what kind of society they would like to live in. In this way media can and has become a dynamic platform for c/yp to express their views, raise awareness and initiate community action on issues concerning them.

Personal Development

²² "CRC" *Supra* note 5

²³ *Ibid.*

The benefits of young people participation in the media and in any forum involving communication in a public arena are tremendous for the c/yp themselves. In terms of media, young people are empowered with skills such as writing, editing, analysing and interviewing that are of benefit to them both now and in the future. Their new skills bring about self-confidence and the ability to voice their own opinions.

What the Young People are saying about their participation in the media...

The International Children's Day of Broadcasting (ICDB) has been operating since 1992 and is a day designed to promote children's participation in the media. On the second Sunday of December every year, children take to the air as reporters, producers and presenters of programs on c/yp rights issues. For more information see the section ICDB in section VIII of this report.

The opinions expressed by a cross section of participants from Thailand demonstrate some of the benefits young people derive from participation.

How does participating in ICDB make you feel?

- "It has given me the confidence to play (violin) and speak in public" (**Pornraksa Surtkham, 11, Child Wave Radio, Thailand. She played the violin on air for Radio Thailand**)
- "I feel every emotion. It is my first time on air. I think I am lucky to be a part of ICDB. It's a good chance to improve my skills." (**Santhiti Keeratayaporn 16, thailandkid.com, Thailand. He helped manage an online radio program for ICDB**)
- "Very happy. It brings good luck. You want to tell your friends about it" (**Eakawat Junto, 15, Child Wave Radio, Thailand. He helped manage live radio programming for Radio Thailand**)

The Logistics and Limitations of Participation in the Media

The participation of young people in the media has constraints that need to be noted. The opportunities for young people's participation in society and in the media, even if it is their human right, will depend on the cultural norms and traditions of each community and country. UNICEF and its partners are working towards fulfilling all c/yp rights, including the right to participate, by striving to make cultures more enabling to the realisation of child and human rights.

Obviously, young people are not going to be able to speak about just anything; they too face the boundaries of responsible journalism. Thus, there is a need for them to always act sensitively to controversial political and social issues. Speaking out against political regimes or social and cultural institutions in societies where this is not tolerated for example is not a recommended strategy. Moreover, we must keep in mind that the media must also attract an audience. It is pointless creating a platform for young people to speak out if nobody is listening.

It is for these reasons that UNICEF and its partners have outlined framework within which the young people can work. This framework varies from organisation to organisation and country to country, accommodating cultural and media constraints. Many young people's media programs for example, require the topic to relate to c/yp rights issues, although this can stretch to almost anything. Some just require the proposed piece to be newsworthy or important; other organisations require group consensus to pick a topic. In this way young people are given a voice but also face the realities and constraints that many adults also face when participating in the media

It is also important to recognise that technical assistance by adult facilitators is often required to enable young people's participation in media. For instance, media professionals often do the editing of the film for youth news programs. While some may consider that this is not genuine participation the fact remains that adults are often needed to facilitate the participation of young people in order for their participation to occur at all.

Summary

In today's world the media is becoming a vital tool for the active membership of people in civil and political society. Participation of young people in the media is a platform that enables them to visibly be exercising their right to have their voices heard and respected. This is not only a benefit for them but educates other c/yp and adults that c/yp have the right to participate in society as well.

There are still some limitations to their participation in the media such as sensitive topic and technical constraints. It is because of this UNICEF and its partners have set up a varying framework for the participation to occur.

While it is easy to make a case for young people's participation in the media it is not an easy task to achieve. The following sections of this report will explore how media participation has been implemented in UNICEF projects at a global, regional and country level in order to highlight methods through which it can be accomplished.

SECTION VIII

UNICEF- Participation and the Global Communication Strategy

The MTSP and the Media

The media and communications strategy for 2002 -2005 as outlined below can be seen running through all UNICEF's projects including those involving young people's participation in the media. In order to understand why emphasis has been put on some areas over others in relation to child participation in the media the following must firstly be understood.

The MTSP organisational priorities of Girls Education, Early Childhood, Immunisation 'Plus', Fighting HIV/AIDS and Protecting Children from Violence, Exploitations, Abuse and Discrimination as listed above, are the core of UNICEF's communications and advocacy efforts for 2002-2005. Particular emphasis is on generating and disseminating information relating to these priorities in order to advocate respect, protection and fulfilment of c/yp and women rights.

UNICEF has dedicated itself to strengthening partnerships with the mass media and developing campaigns that will put c/yp's and women's rights on the public agenda, enlarge public support of the cause, enhance the visibility and creditability of the organisation and create a more favourable environment for fund raising, especially from regular sources.

Advocacy for the organisation seeks to strengthen relationships with governments, intergovernmental organisations, civil society organisations, development organisations, the private sector and influential individuals. Specifically, UNICEF looks to advocate through the mass media, international and national meetings and forums.²⁴

This strategy is reflected in UNICEF's global, regional and country programming relating to child participation in the media. Below are some examples of projects that facilitate young people's participation in the media on a global level. These projects promote c/yp rights issues and forward the five priority goals as outlined in UNICEF's MTSP.

"Voices of Youth"

²⁴ All information taken from UNICEF: " *Medium Term Strategic Plan 2002-2005*" (MTSP) (UNICEF, 2001) pp 40 - 42

"Voices of Youth" is a UNICEF initiated web-site created in response to the 1996 Committee on the Rights of the Child general discussion on "The Child and the Media".²⁵ At this time the Internet was viewed as a medium that could facilitate international discussion between young people on important issues. Today, "Voices of Youth" is a web-site forum where young people can discuss *"how the world can become a better place."*²⁶

The concept is simple. The site provides a place that enables the user to *"explore, speak out and take action"*²⁷, that is, become informed, discuss and partner with peers and decision-makers on issues that affect them and their communities.

The Home Page of the site introduces the concepts. Under the banner of "Explore" we find information about c/yp rights, the MTSP priority areas and the media.

For example when one clicks on the link for "Fight HIV AIDS", the following links appear:

EXPLORE

- [The ABC's of HIV/AIDS prevention](#)
- [An HIV/AIDS case history: the story of Hamza](#)
- [10 Basic facts on HIV/AIDS](#)
- [HIV/AIDS and Gender](#)
- [HIV/AIDS and Sustainable Development](#)
- [Take the HIV/AIDS Quiz](#)

DISCUSS

- [Give your opinion](#)
- [Read what others have said](#)
- [Read past comments from young people](#)
- [Questions & Answers on VoY](#)

TAKE ACTION

- [Read about other organizations/projects](#)
- [Tell about your organization/project](#)²⁸

Also in this section are interactive quizzes, photo essays and learning modules for teachers or other interested parties.

Under the second banner of "Speak Out" one can add to or read past comments on one of the 12 active discussion boards. A simple email link allows the user to add to the board and is very easily navigated. Some examples of these boards include: Adolescent & Child Rights, Children & War, Child Labour, A World Fit for Us, Water, Environment & Sanitation, Commercial Sexual Exploitation, HIV/AIDS & Young People and The Girl Child & Gender Inequality.²⁹

Finally under the heading of "Take Action" young people can learn what they can do to make a difference. This section features profiles of young leaders, youth projects, events and activities. Interestingly, this section of the site provides details as to how young people might start their own media campaign in their home country. Thus, not

²⁵ Online: "Voices of Youth" www.unicef.org/voy/ Last Accessed 19/12/03 [Hereinafter "Voices of Youth"]

²⁶ *Ibid.*

²⁷ "Voices of Youth Development Brief" (UNICEF, 2003)

²⁸ "Voices of Youth" *Supra Note 23*

²⁹ *Ibid*

only does this site allow for the actual participation of young people it also provides instructions as to how young people might further participate in the media.³⁰

Voices of Youth also produces an online bi-monthly newsletter entitled '*What Young People Are Saying*'. This newsletter contains information as well as relevant quotes from young people on a particular subject matter related to c/yp rights issues such as the "Adolescents and Media".

This site is a safe and supportive platform through which young people can make their voices heard. Through this medium c/yp can come together to give weight and relevancy to their opinions so that they can become advocates of their own desires. Moreover, it is a platform where relevant organisations such as UNICEF are able to easily "hear their voices".

This site not only promotes global youth participation in the media but it also furthers discussion on MTSP priorities and is an important link to information.

There are many benefits to this media. One such benefit is the fact that adults do not have facilitate the young people's participation as many are computer literate enough to govern this form of participation by themselves. However, there are also disadvantages. In particular access to this kind of media. This can be especially difficult in many poorer areas of the world.

Nonetheless, this site has been so successful that plans are underway for an upgrade of the site dubbed VOY2 expected to be online soon.

MAGIC

MAGIC stands for **Media Activities and Good Ideas** by, with and for **Children**.³¹ This initiative is the direct follow up to the 1999 Oslo Challenge that was a call to action for the improvement of the relationship between the child and the media.³² MAGIC is a global portal web-site for everybody involved in youth media - the young people themselves, teachers, journalists and governments. It showcases youth media projects, provides links to organisations that can help young people make their first steps and gives advice and resources on how to promote c/yp in the media. There is also a mailing list that connects projects world-wide.

The purpose of this site is to promote the active participation of young people in the media; it is not a means for their participation. Unlike Voices of Youth, MAGIC is designed more as an ideas board to educate interested parties on young people's participation in the media. Nevertheless, it is an important component to UNICEF's global media participation initiatives and as such was worth mentioning.

³⁰ Online: "Voices of Youth" www.unicef.org/righttoknow/index_mediacampaign.html Last Accessed 19/12/03

³¹ Online: "MAGIC" www.unicef.org/magic/ Last Accessed 7/1/04

³² *Ibid*

A Taste of MAGIC: Examples of Youth Participation in the Media from Around the World³³

OneMinutesJr

The OneMinutesJr is a competition for children and young people to produce their own one-minute videos and express themselves through this innovative and challenging new media genre. From 2003, workshops and mentoring will be organised by [UNICEF](#), [ECF](#) and [The Sandberg Institute](#) to support the efforts made by children and young people in the field of one-minute video production.

Radio Trousseau

Radio Trousseau is a radio station based in a children's hospital in Paris, with programmes produced by, with and for children, to give support and help them deal with trauma.

Troc - The Young Reporter of Albania

A weekly news magazine programme produced entirely by young people across Albania, and broadcast nationally and in North America via satellite.

UNICEF Somalia Radio Project

Provides radio production skills to enable youth in war-torn Somalia to broadcast programmes on community issues that affect them, and get their voices heard

Youth Reporters and the UN Special Session on Children (UNSSC)

Approximately 50 young journalists from all over the world came to participate in the UN Special Session on Children (UNSSC) and Children's Forum (CF) held in May 2002. The young reporters were assigned to get the inside scoop on the activities of and their experiences at, the UNSSC and CF and conduct interviews with youth activists as well as the decision-makers from governments and the UN.

The reporters belonged to youth media organisations from around the world and often participated in different activities. For example one group of 11 reporters from Quebec, Canada's 'Radio Enfant' broadcast panel discussions, interviews, music and entertainment from the Children's Forum. Another group kept busy covering UNSSC events in a newspaper they named '*On Record for Children*'.³⁴

Not only was the session successful in setting goals for the future with young people, NGOs and governments, it also served as a platform for media advocacy and the promotion of young people's participation not just in the media but in all aspects of society.

International Children's Day of Broadcasting (ICDB)

³³The following information found Online at: "*MAGIC*" www.unicef.org/magic/bank/contents.html
Last Accessed 6/1/04

³⁴ All information from UNICEF: "*Children's Forum Report: Report on the meeting of Under 18 delegates to the UN Special Session on Children*" (UNICEF, New York, 2002) p 20

The International Children's Day of Broadcasting (ICDB) is a day when broadcasters "Tune into Kids". On the second Sunday of every December broadcasters are encouraged not only to air quality programs for and about c/yp but to allow the c/yp themselves to participate in the programming process and to talk about their hopes and dreams. The ICDB topic for 2003 was *"We Can Be Heroes"*. Under this banner c/yp took to the air as reporters, presenters and producers of radio and TV programs.

ICDB is now one of UNICEF's most successful advocacy initiatives, with over 2000 broadcasters taking part in recent years.³⁵ While ICDB is a global program it is important to note that in this instance it is UNICEF's Country Offices in conjunction with local broadcasters, NGOs and governments, that makes the young people's participation possible.

Summary

UNICEF's global initiatives, outlined above, further the participation of young people in the media throughout the world. In line with the aims of the MTSP and its media and communication strategies, these projects incorporate the concept of participation with the more traditional communications aims such as education, raising the profile of UNICEF and strengthening its partnerships.

Similarly, EAPRO works to enhance these media and communication aims on a regional level. However, due to the office's more definite target groups, the MTSP can narrow in on specific problems in the region. For example, while the MTSP priorities always remain the same, the EAPRO have taken some regional priorities out of the MTSP to focus on. The following section explains what EAPRO's focuses are and how they are incorporating child participation in the media into this overall plan.

³⁵ UNICEF: *"State of the World's Children 2003"* (UNICEF, New York, 2003) p 59

SECTION IX

UNICEF East Asia and the Pacific Region (EAPR) and Participation

A Regional Overview

Obviously the regional communication and advocacy strategies follow from the global, as outlined above. Overall, communication strategies initiated by the EAPRO aim to increase awareness of the MTSP priorities of Girls Education, Early Childhood, Immunisation 'Plus', Fighting HIV/AIDS and Protecting Children from Violence, Exploitation, Abuse and Discrimination through wider media coverage and distribution of advocacy materials.

To gain a better understanding of what the MTSP means in the EAPR a brief outline of the current situation is provided below.

Education, especially for girls, is the overarching focal point of the EAPR MTSP. While the region has a relatively high attendance rate for primary school education at 97 per cent there are countries within the region where girls, especially from ethnic minorities enrol at a much lower rate than boys and are more likely to drop out.³⁶ Moreover, there is an increasing realisation that enrolment is not enough - disparities in quality and relevance of education by sex are also important.³⁷ The countries in the EAPR with the lowest enrolment ratios include Cambodia, Lao PDR, Myanmar, Papua New Guinea and Timor-Leste.³⁸ As all areas of development are linked, especially to education, it is essential to achieve results in this area in order to achieve better results in other areas.

Regionally there are between 2 - 3.5 million people infected by HIV/AIDS. The reported number of people infected country to country varies considerably. While some country's HIV/AIDS prevalence is relatively low, such as the Philippines, Lao PDR, Malaysia, Mongolia, East Timor and the Pacific Islands, there are pockets of concern in many countries throughout the region such as in Cambodia and Thailand.³⁹

Under the banner of Child Protection the EAPR is focusing on the trafficking and commercial exploitation of women and children. Any c/yp who has been transported for exploitative work is regarded as being trafficked. Victims are usually either used as slave or forced labour or made to be prostitutes. Domestically, c/yp can be

³⁶UNICEF EAPR: "A Future for all our Children" (UNICEF, Bangkok, 2003) p10 [Hereinafter "A Future for Children"]

³⁷ UNICEF EAPR: "Regional Annual Report 2002: EAP" (UNICEF, Bangkok, 2001) p7 [Hereinafter "RAR 2002"]

³⁸ "A Future for Children" *Supra* note 34 p 10

³⁹ "RAR 2002" *Supra* Note 33 p12

trafficked from rural to city areas. Internationally, c/yp are often trafficked from the poorer countries to their more affluent regional neighbours. It is hard to generalise on this problem as cases vary from country to country and its illegal nature prevents the gathering of concrete figures. However, the UN now estimates the global total of child victims to be around 1.2 million, which suggests perhaps 300,000-400,000 c/yp have been trafficked in this region. It is not clear how the UN came up with this figure.⁴⁰

Malnutrition of children in the region is also one of the EAPR focal points. The prevalence of underweight children in a number of countries is remarkably high. For the region as a whole 17 per cent of children are underweight. That is, their weight is lower for their age than is expected.⁴¹ Typically, children from rural areas are worse off than their suburban counterparts. Cambodia has the highest number of underweight children, at 46 percent, followed by Lao PDR.⁴²

Finally, the region has highlighted maternal mortality as an area focus for this period. Around 40,000 women in the region die unnecessarily each year as a result of pregnancy and childbirth. Despite the urgency of this issue it has received little public attention and many countries have made little progress over the past decade.⁴³

Media, Advocacy and Participation Efforts in the EAPR

Broadly speaking, the communications strategy for the EAPR, as stated above, is to raise awareness of MTSP. In particular, the aim is to raise the profiles of the aforementioned areas of concern within the broader MTSP, that are of specific concern to this region.

Communications strategies follow the global guidelines outlined above. Under these strategies activities have included ministerial consultations, youth forums, media forums, the production and distribution of promotional material and a strengthening of partnerships with the media, civil society, the corporate sector and youth⁴⁴. There has also been a particular emphasis on the promotion of the *Global Movement for Children (GMC)* and the UNSSC follow-up.⁴⁵ The GMC promotes changing the world with children not just for children and the resulting document from the UNSSC, the WFFC, strongly highlights the need for the participation of c/yp in all aspects of life. This has meant that regionally there has been a focus on the participation of young people in the media.

It must also be noted that the Regional Office's supporting role for Country Office's media and communication strategies and young people's participation efforts is also a large part of the EAPR Communications and Partnerships Section's work.

⁴⁰ "A Future for Children" *Supra* note 34 p30

⁴¹ "RAR 2002" *Supra* Note 33 p51

⁴² *Ibid.* p52

⁴³ *Ibid.* p41

⁴⁴ UNICEF EAPR: "Regional Office Management Plan and Integrated Budget 2002-2003" (UNICEF, Bangkok, 2001) pp18-19

⁴⁵ *Ibid.*

The participation of young people in the media furthers the MTSP in general, and in particular, the areas of concern for the region. As well as giving young people a chance to voice their opinions, the participation of young people in the media also equips them with powerful survival tools. Information dissemination on c/yp rights issues and regional problems through the mass media by young people themselves spreads awareness of the issues faced in the region. It acts as an educational tool, empowering young people and adults alike. If c/yp have access to the right information and education, if they have the knowledge that they are entitled, by their existence, to human rights, and if they see these rights being exercised by other young people, it may prevent them from getting into situations they can't control. This kind of communication strategy is clearly seen in the "Speak Your Mind" campaign outlined below.

The "Speak Your Mind" Campaign, was the only recent campaign found for the EAPR that involved young people's participation in the media in a traditional sense. As such, the author decided to include an example of how younger children can also participate through a project called the "Big Help" Campaign. Though this project is not strictly speaking a child participation in the media project, it is an interesting way to involve young children using the media as a jumpstart. A basic rundown on the 2nd Asia-Pacific TV Forum and the ABU CASBAA UNICEF Child Rights Award has also been included. Again, these do not involve young people's participation in the media in any sense but are instead exercises in the successful promotion of the issue to the relevant parties and, as such, were felt to be relevant to the issue at hand.

All the projects referred to below further the MTSP goals and address the particular problems faced in the region, as well as strengthen UNICEF partnerships.

"Speak Your Mind"

In January 2002, UNICEF in partnership with MTV-Asia and Levi Strauss Asia-Pacific, launched a multimedia (TV and internet) project called the "Speak Your Mind" Campaign, throughout Asia. This campaign was designed to make young people think about the future of the planet, their fellow citizens and to enable them to participate through voicing their concerns on global issues to a wide audience.

"The aim of the "Speak Your Mind" campaign was to provide an opportunity for young people in the region to air their views and express their opinions directly rather than having them filtered or communicated by adults, and to have their opinions and ideas broadcast extensively"⁴⁶

Central to the "Speak your Mind" Campaign were four documentaries covering the MTSP global priorities and the more specific topics for the region.⁴⁷ Topics covered included education, child trafficking for forced labour and prostitution, HIV/AIDS and the participation of young people in the media and society.

In true MTV style an international celebrity from the entertainment industry presented each documentary. Each celebrity set out to gather information on the above issues from young people and professionals working to help their communities.

⁴⁶ "Speak Your Mind" Campaign (UNICEF, Bangkok, 2002) [Hereinafter "Speak Your Mind"]

⁴⁷ Nepal and India are not members of the EAPR but the South Asia Region.

For example, in one, the popular Irish pop-singer Ronan Keating visits northern Thailand to discover how community groups and young people are coping with the spread of HIV/AIDS. Ronan meets the Dream Group, a collective of teenagers who are spreading HIV/AIDS awareness through their own community based radio program. He meets young Buddhist monks who are using their influence in society to educate and ask for greater understanding for HIV/AIDS victims and he visits a hospital that runs a project addressing the problems young people face when their families have HIV/AIDS. For more information on this and this other documentaries see the box below.

While these documentaries were hosted and produced by professionals they had a particular focus on asking and broadcasting young people's views on the set topic. In the aforementioned documentary from Thailand for example, young Dream Group participants, young monks, young HIV/AIDS victims and school children were interviewed and given a platform to "speak their mind" on the issue of HIV/AIDS and share the information they had learnt with other young people.

After their production, these documentaries were distributed widely to local and national broadcasters as well as NGOs and youth groups.

An Overview of the Four MTV Documentaries⁴⁸

i) Nepal

Presenters:

Manisha Koirala, a popular Nepali actress

Wang Lee Hom, an acclaimed Taiwanese songwriter and singer

The first part of the documentary focused on the plight of child workers, of whom there are an estimated 2.6 million in Nepal. The presenters visited the Rehabilitation Centre for Displaced Carpet Children, a joint programme of the Nepal Rugmark Foundation and the Co-operative Society Bungamati, which has rescued about 465 children from the carpet industry since 1995.

There they met children who had worked shifts of up to 16 hours, often on just one meal a day. They now have a chance to go to school and begin a new life.

The second part of the documentary looked at the problem of child trafficking. Between 5000 and 7000 Nepali women are trafficked from Nepal every year, one fifth of them under the age of 14. The Centre for Legal Research and Resource Development provides legal training for women and educational activities for adolescent girls.

The presenters met Chakali Bal, who was sold at the age of 12 for 30,000 rupees. After four years working in a brothel, where she contracted AIDS, she was rescued in a police raid and now works educating other young girls in rural villages about how to avoid contracting HIV/AIDS.

The last part of the documentary concentrated on the issue of low school attendance. One in three Nepali children does not go to school, the majority of them girls. The "Out of School Project" is tackling this problem by bringing schools to remote villages. Children are taught for two hours a day by young, enthusiastic teachers and given the chance of a brighter future.

ii) The Philippines

Presenter:

Regina Velasquez, a Philippine superstar, affectionately known as "The Songbird of Asia".

In this documentary Velasquez examined issues surrounding "children in need of special protection", a term used by UNICEF to cover all those children in difficult circumstances.

⁴⁸ All Information has been directly taken from "Speak Your Mind" *supra* note 44 pp 4-6

Her first stop was a Youth Development Project run by the Pan Pacific Hotel, which trains young people from the provinces in everything from housekeeping and computer technology to cocktail making, equipping them with skills they can use in the workplace. The Hotel also works with the Kanlungam Sa Erma Centre for Street Children, taking young people on day trips to places such as the zoo or the Planetarium.

Velasquez then visited the Pajatas community, which lives and works on a giant rubbish tip in Manila. There, the Vincentian Missionaries Social Development Foundation tries to bring dignity to the lives of Pajatas children, providing them with a shelter where they can eat, play and take a shower.

Lastly, Velasquez saw the work of Childhope Asia Philippines, which runs a street education programme that aims to give options to children forced to live, beg and sleep on the streets.

Street educators, often former street children themselves, spend a lot of time getting to know the children and offering them counselling, friendship, advice and medical attention. They hope to prevent further children slipping into drug abuse and prostitution and motivate them to get off the streets.

iii) Thailand

Presenter:

Ronan Keating, an Irish music star

In the Thailand documentary, Keating set out to learn about the impact of the HIV/AIDS epidemic on those afflicted and their families, especially their children, and find out what is being done to help them.

His first visit was to Mahamakut Buddhist University in Chiang Mai, northern Thailand, where the Sangha Metta project educates monks on all aspects of HIV/AIDS. These monks then play an active role in preventing the spread of the virus and in the care of those affected, organising retreats and ordaining as novices young people from families affected by HIV/AIDS.

In Chiang Rai, Keating visited the Mae Chan Hospital, which runs a project addressing the problems faced by children whose parents have AIDS, such as isolation and discrimination. It provides scholarships and welfare funds and runs a Day Care Centre where families can meet. Trained nurses also make house calls and try to improve understanding in the community, so that children who are eventually orphaned will be well taken care of rather than shunned.

Finally, Keating visited a Youth Group in Mae Chan which trains pupils in three schools to make radio shows. The "Friends of Dreams" radio programme, produced and presented entirely by young people, is broadcast in three northern provinces and covers everything from HIV/AIDS, sexual exploitation and drugs to entertainment and school.

iv) India

Presenter:

Raveena Tandon, a popular Indian Bollywood actress

In this documentary Tandon, a famous movie star in India, brought home to viewers the enormous scale of child labour issues in her country, where official estimates claim that there are 20 million child labourers working in hazardous environments or in bonded labour.

Tandon's first stop was a small town called Parbhani, where ten years ago half of all slaughterhouse workers were children aged 6 to 14 years old. Their job was to cut, skin and break the bones of cattle. With the help of UNICEF and SETU, an NGO which started special coaching classes for their children, child labour has now been eradicated in these slaughterhouses.

Tandon then visited a non-governmental organisation called Bachan Bachao Andolan, which not only rescues children from bonded slavery and provides them with shelter but also empowers them to spread the message of freedom to their peers.

Lastly, Tandon joined the Experimental Theatre Foundation, set up by a group of former child labourers. They use street theatre as a means of spreading awareness among their communities about the physical and mental damage caused to children when they are forced to work.

Throughout the year MTV Asia broadcast 'vox pop' spots featuring young people and local and international music celebrities. They were asked what they thought about MTSP issues such as child labour, HIV/AIDS and education. In this way, young

people's views and ideas on these themes were broadcast into homes across much of the Asian region.

A further participatory component of the campaign were the eleven interactive "Speak Your Mind" web-sites. These web-sites provided an area where young people could take part and share their views in forums and other online activities.

One of the key functions of the web-sites was to gather entries for a regional competition, in which young people had to describe how they would "make the world a better place". The ideas expressed through the web-sites, TV broadcasts and the contest were then collated to develop an "*Asian Youth Charter*".

The idea behind the Charter was to have a record of Asian youth's views that may guide policy makers and others working with the region's children and youth.⁴⁹ Some examples of the dreams and challenges voiced by these youths include: the desire to express themselves freely and be heard; to be protected; to live in a world free of violence where education is a priority; to have no young person living in poverty; to ensure the equal treatment of all; and to ensure a safe environment for all.⁵⁰

Twelve youths, one from mainland China, Hong Kong, India, Indonesia, Japan, Malaysia, Nepal, Philippines, Republic of Korea, Singapore, Taiwan, and Thailand, were chosen from a total of 22,000 competition entries as spokespeople for their generation. They had the duty of presenting the *Asian Youth Charter* at the May 2002 UNSSC in New York and there, were involved in knowledge sharing activities that were designed to help them play a constructive role in addressing youth issues back in their communities.

Ivy Michelle Pakingan, youth representative from the Philippines had this to say about the "Speak Your Mind" Campaign:

*"Levi's, MTV, and this whole campaign is giving the youth of the world a message that everyone can make a difference if they just speak their mind"*⁵¹

While this campaign did not involve young people participating at every level, for example planning and producing, it did give the young people of Asia the framework through the T.V documentaries, 'vox pop' spots and internet sites, to express their views to a very large audience - the core purpose of participation in the media. In fact, MTV Asia and the Internet sites were estimated to reach some 150 million homes across the continent.⁵²

"The Big Help"

⁴⁹ Online: "*Youth in Asia Make Their Views Count*" www.unicef.org/noteworthy/speak-your-mind/ Last Accessed 7/1/04 [Hereinafter "Youth in Asia Make Their Views Count"]

⁵⁰ Online: "*Speak Your Mind: The Asian Youth Charter*" [Hereinafter "Speak Your Mind: Asian Youth Charter"] www.mtvasia.com/News/200205/28000205.html Last Accessed 9/1/04

⁵¹ "Speak Your Mind: Asian Youth Charter" *Supra* note 47

⁵² "Youth in Asia Make Their Views Count" *Supra* note 48

Nickelodeon in partnership with UNICEF bought the "The Big Help" to Asia in 2003. While the EAPRO supported this effort the specific countries involved were Singapore, the Philippines, Hong Kong and Malaysia.

"The Big Help" is a pro-social, grassroots campaign aimed at empowering and encouraging kids aged 2-14 years to help make the world a better place by volunteering time and effort to their communities.⁵³

Strictly speaking "The Big Help" is not a campaign involving c/yp participation in the media in the way canvassed in this report. In 2003, the campaign involved a series of public service announcements (PSA's) showing children how they could "*visit, fix, clean, give, do and care*" for their communities throughout the year, but especially on the designated "Big Help Day". The children were then encouraged to write to Nickelodeon to share their experiences with other children. Out of all the entries the best five⁵⁴ in each country were shared with Nickelodeon viewers and the winners were able to participate in a "toy run".⁵⁵ These toys were then given to a charity organisation of the winner's choice.

This campaign is an example of how much younger children can also participate in the community in different ways. "The Big Help" Campaign uses TV as a medium for education and encouragement. Children under the age of 12 are unlikely to have the capacity to participate in media or in fact their communities in the manner generally outlined in this report. "The Big Help" facilitated their participation in the media and in their communities by creating a framework that was malleable according to their "evolving capacities".

This framework included a competition whereby children were given a topic (next year's is to be "give"), guidelines and ideas for participation in their community. They are then given incentive (the toy run) to write in and have their ideas and experiences aired on the Nickelodeon channel. That in turn, informs more children of the needs of their communities and ways in which they too could help. In this way younger children are given a voice.

Some examples of competition winners from the Philippines⁵⁶

Selena Acle, 10 years old and a student at the Colegio de Sta. Rosa, fed 30 street kids from her neighbourhood with Arroz Caldo, using money she saved for a Swan Lake Barbie doll. Instead of buying her doll, she made 30 kids happy and gained new friends.

Joseph Galvez, 12 years old and a home schooled kid under Living Heritage Academy, decided to save some money and treat the maintenance men in their village together with their respective families to a trip to Star City that included watching a show at Star Theatre this Christmas. With the help of his family, Joseph plans to use their family van to ferry the families to and from Star City.

Since its inception in the USA in 1994 "The Big Help" has encouraged the participation of millions of children in their communities throughout the world. Every

⁵³ UNICEF: "*The Big Help: overall plan for 2003 for Hong Kong* (UNICEF) p1 [Hereinafter "The Big Help"]

⁵⁴ It is not clear if 5 winners were picked for each participating country or just for the Philippines.

⁵⁵ "The Big Help" *Supra* note 51

⁵⁶ Online: *Nickdisk* <http://emerald.bbboy.net/nickdisk-viewthread?forum=5&thread=720> Last Accessed 12/1/04

year since, over 40 million children have pledged some 40 million hours of service to their communities.⁵⁷ "The Big Help" is an example of how to use the media to encourage the participation of younger children in their communities and give them an easy framework to have their views expressed through the media.

2nd Asia-Pacific Television Forum

The 2002 2nd Asia-Pacific Television Forum, held in Bangkok, is worth mentioning in this report as it involved partnership strengthening with those parties that make participation in the media possible.

The Forum was a gathering of EAPR professionals from UNICEF, TV networks, and the corporate sector, to discuss the topic of children's TV. At this Forum the relevant parties were brought together to discuss a range of issues such as educational TV, child rights, corporate and government support, ideas and initiatives and importantly young people's participation in programming.⁵⁸

The idea behind the Forum, from UNICEF's point of view, was to generate new strategies to mainstream children's rights and wellbeing in media planning and to develop techniques to strengthen its partnerships with other organisations and media professionals.⁵⁹

In terms of participation in the media, the forum showcased some EAPR Country Office initiatives. Speakers such as Wen Shili, editor/producer of the Programme Centre for Youth and Children (CCTV) China and Weera Suwannachot Managing Director of, Luck kid Co. Ltd. (Thai Youth News Center), outlined their successful young people's media initiatives to those people who were in the position to follow suit.⁶⁰ Moreover, representatives from the media and corporate partners involved in participatory projects such as Levi Strauss and Nickelodeon also took part in giving their perspective on the projects, partnerships and benefits.

Young people from Bangkok's Assumption University were also directly involved in the Forum. The university chose three students from the Media and Communications Department to participate by addressing the members of the Forum on the topic of; "What do young people in Asia think about TV?" The students also participated by giving their opinions on the topic at hand and in many of the discussions that followed keynote speakers. Some examples of what the students had to say are provided below:

"...the actual involvement of youth has so far been limited. Children have a new perspective to offer, and program makers need to canvas their views when undertaking research" Tirada Kuesakul

⁵⁷ The Big Help" *Supra* note 51

⁵⁸ UNICEF EAPR: "Children's Television: Partnerships for Quality" (UNICEF, Bangkok, 2002)

⁵⁹ *Ibid.* p7

⁶⁰ For further information on both of these initiatives see part IV of this report

"We like to be updated by programmes such as CNN, but the news broadcast is rarely about us and we don't see our place in the events or feel that we can do anything about the issues...there should be more regional news and more stories about young people..." Unknown student.

Gathering together in one forum, the EAPR 'movers and shakers' of children's TV and their partners enables the development of strategic partnerships and information sharing, which potentially leads to more programming in line with the CRC and the promotion of young people's participation in media.

ABU CASBAA UNICEF - "Child Rights Award"

The Asia-Pacific Broadcasting Union (ABU) and the Cable & Satellite Broadcasting Association of Asia (CASBAA) in conjunction with UNICEF, each year present a "Child Rights Award" to the broadcaster with the best TV programming on child rights, produced in the Asia-Pacific Region. This award seeks to encourage broadcasters to play a more active role in promoting and protecting child rights by providing them with regular, quality TV programs. The idea behind this incentive came out of the 2001 Asia-Pacific Television Forum and has been a great accomplishment in promoting the CRC in TV. Again, this is not directly related to young people's participation in the media but the author felt that it was worth mentioning as it so successfully promotes child rights in general and also c/yp participation in the media.

Summary

The previous sections of this report have outlined why and how UNICEF includes participation in general and media participation specifically in their projects. It has also explored various UNICEF endeavours at a global and regional level and outlined their aims in terms of the MTSP. The next, section of this report is a comprehensive mapping of all young people's participation in the media in the countries of the EAPR. This section will provide an easy reference for ideas and methods for future projects on this topic.

SECTION X

A Mapping of Country Offices Participation in the Media Efforts

The information found in this section was gathered through 2002 EAPR Country Offices Annual Reports, a questionnaire on young people's participation in the media and by contact with the members of the Communications Sections in EAPR Country Offices.

Countries that are excluded from this mapping include Korea DPR, Lao PDR, Malaysia and Myanmar. This was generally because there was, for one reason or another, no projects that facilitated genuine c/yp participation in the media.

Special attention is drawn to an outline of the best and most successful projects in the region that are found in Section XI, the following section, under "best practices". The countries included as "best practice" come from the Philippines and Thailand. Both these countries run TV programs that are almost entirely manned by young people. It was felt that these projects had faithfully applied UNICEF's "genuine and effective" participation guidelines and had gained the furthest reach and greatest community support.

Cambodia

Plans are underway to establish a 'TV Youth Bureau' in Phnom Penh that will produce segments for a newsmagazine program produced entirely by young people. The goal is to both provide a platform from which the voices and opinions of young people can be widely heard and to promote awareness of child rights issues in Cambodia.

This initiative is modelled on the KNN project run in the Philippines (see section XI of this report), the difference being that in the foreseeable future there will only be one Bureau established in the country, not many.

At this point, 15-minute weekly news programs produced by the bureau will air in the final quarter of 2004. The plan is then to expand the format to a weekly 30-minute program by 2005. The program will regularly focus on various social issues affecting young people and their families; it will also deal with "lighter" topics related to popular youth culture such as music and fashion and will explore various aspects of traditional Khmer culture.

Unfortunately, at the time of writing, more details on the project could not be provided as it was still in its planning stages.

China

It is important to note that information in this section did not come from the "Child Participation the Media Review Questionnaire" but instead from referenced sources and telephone conversations with key sources. So unfortunately, more detailed information on the activities of CCTV could not be provided.

Furthermore, it is important to understand that UNICEF does not provide funding to CCTV for the following initiatives. It does however, support them through encouragement and recognition in the form of awards and publicity within the UNICEF system.

1. Children of China Central Television (CCTV)

CCTV is a state run c/yp's TV channel located in Beijing, China. CCTV prides itself on actively promoting the rights of the child through quality c/yp's programming and exploring effective approaches for c/yp participation in the media. "Respect Children, Support Children and Reflect Children" is the overall motivation and strategy behind the channel.

CCTV has permanently established a Children's Media Center to enable c/yp to almost entirely produce their own shows with technical assistance from adult producers.⁶¹ There are a number of shows aired using this Center that involve the "genuine" participation of young people. One of the more popular of these is "Windmill Studio", a young reporters program that is well received by Chinese c/yp and aired during primetime.

"Windmill Studio" involves the young participants in every step of the production process. The process begins with the young people pitching the story ideas that can be anything from their daily lives. Previous topics have included the environment, aspirations for the future and celebrities. The young people assume their various roles in the TV production team for example as a reporter, cameraman, host or editor and are involved in every step of the show's development. Professional adult producers are on staff to help guide the c/yp and give them practical advice if needed. The exact role of the adult facilitators is not clear. However, as CCTV aims to facilitate the "genuine" participation of young people in this program, it is assumed that adult facilitators let the young people "take over" as much as possible. The facilitators have not been formally trained on the theory of participation and the CRC but UNICEF China does often share new ideas with them.

⁶¹ "Article 12" *Supra* Note 1 p42

It is not clear exactly how the participants are chosen to work on CCTV. It is known that most are from Junior High School and some will be students at the CCTV Galaxy TV Media Training School [see below].

As stated earlier UNICEF China does not provide funds for this project. It did however provide encouragement recently in the form of an award recognizing their contribution to quality c/yp's TV programming. Moreover, CCTV heads were taken to the United States by UNICEF China for ideas sharing on pro-active c/yp programming and will attend, along with some young participants, the upcoming 4th World Summit on Media for Children and Adolescents held in April.

The challenge for this program is for adults to "let go" a little more. While programs on CCTV such as "Windmill Studio" have tried to facilitate this, other programs on the channel continue to be more heavily guided by adults. Nevertheless, CCTV is actively "giving c/yp a voice" and is constantly updating itself. Presently, it is busy establishing a Children's Channel that will hopefully allow for even further participation opportunities for young people.

2. Galaxy TV Media Training School

The CCTV, Galaxy TV Media Training School, trains Junior High School students in mass communication, encouraging them to become professional reporters so they may express their views and opinions on the world around them through the medium of TV.

This school, based in Beijing, is the first of its kind. The young reporters receive professional training on TV programming in their spare time and practice what they are taught at CCTV's Children's Media Center. The participants moreover, have the opportunity to work part-time at CCTV to put their practical skills to use. The goal is to involve children in documenting their experiences and opinions, with a view to providing program content for CCTV's new Children's Channel to be launched in 2004.

The trainers are all experienced TV professionals and experts and include TV celebrities particularly admired by young people. The students are given lecture-type education first, followed by more practical, hands-on activities and finally their own chance to "genuinely" participate on one of the TV programs at CCTV, such as "Windmill Studio".

The first year's enrolment of the school has been completed. From the nearly 300 young people of Beijing who applied and attended the admissions exam, 50 have been selected to enter the school. The selection team at CCTV looked at the applicant's professional background [e.g. their previous involvement in the media or media related activities such as the school newspaper], personal interests and creativity. As the school is located in Beijing all participants were local. This meant that primarily those chosen were Han Chinese. As the school expands into other provinces it is expected that other ethnic backgrounds will later be represented. The exact gender ratio is unclear, however it is known that UNICEF China encouraged equal representation of both.

In the near future, more and more c/yp will be given the chance to join the school. Based in Beijing, the school will open its branches throughout the country so that all Chinese c/yp who want to work for TV programming can have their chance to participate.⁶²

Observations and Comments

Unfortunately, CCTV was not involved in ICDB 2003 due to the preparation for the launch of the new Children's Channel. However, there may be opportunity for its involvement next year.

Though further details are needed on the exact selection process for CCTV's programs such as "Windmill Studio" and the Galaxy TV Media Training School, it seems that a focus has been put on media savvy young people. It is understood that the media need talented participants to attract an audience. However, this fact prevents the majority of young people, particularly those from lower socio-economic backgrounds, from having the same opportunities and is something to be noted.

Indonesia

There are two projects from Indonesia outlined in this section - the 'Young Journalists' project and the 'Media Training for Young Writers' project:

1. Young Journalists

Four young journalists, aged 12-16 years, from Indonesia were invited by UNICEF Indonesia to report on the course of the Sixth East Asia and the Pacific Ministerial Consultation on Children, held in Bali in 2003. The young journalists followed the discussions, conducted interviews with delegates and UNICEF leadership, and produced articles that were later published by local and national media organisations such as '*Kompas*', Indonesia's leading daily newspaper.

Four candidates were chosen to participate, all had experience in writing for school newspapers. They were selected through Indonesia's field offices and local media organisations who based selection on the quality of the candidate's writing (samples were given), their past achievements, age and gender balance. Interviews were conducted at the final selection stage to find out more personal information on the candidate such as personality, personal history and interests.

Special care was taken in the selection process to ensure that the young journalists' chosen reflected different backgrounds and the diversity of Indonesia. Over and above their media ability the candidates chosen reflected a mix of religions (two Muslims and two Christians), ethnic backgrounds (each came from a different ethnic group), geographic locations (all were from different towns) and family backgrounds (NGO activist, lecturer, civil servant and labourer).

Two chaperones assisted the young journalists in covering the events: one was assigned to help with the translation and the other with journalistic coaching. The

⁶² All information comes from "Article 12" *Supra* Note 1 and "Galaxy" *Supra* Note 61

translator was a language instructor who had a background in teaching children and the journalistic coach was an editor of a national youth magazine, who had considerable experience in training young people. Rather than "teaching" the young journalists, the editor was more involved with providing technical advice on how to improve the quality of their work and doing the final edit.

All the information circulated during the conference was made available to the young journalists through UNICEF's Media Centre. There, they had access to items such as press releases and other official documents as well as computer monitors.

In terms of participation, the young journalists were able to sit in on sessions that interested them, conduct interviews of their choosing, find an angle, complete the written work and do the preliminary editing. As mentioned earlier, the journalistic coach did the final edit. They were, however, confined to write about a topic related to the Consultation.

One of the difficulties encountered was language. The young people's English skills were not advanced enough to understand the Consultation's proceedings. In addition to this, the Consultation used technologies that were not easily understood by the participants, even after they had been translated into the Indonesian language. Moreover, the participation of the young journalists was sometimes hindered by the fact that there were only two chaperones to help four young journalists with the translation.

The rules that governed the young people's participation were contained in the media advisory that was issued by the Organising Committee and in verbal agreements between the young people and their chaperones. Everyday, the young people, the chaperones and a UNICEF Communications Officer would meet to discuss what the young journalists did, what they had planned, what difficulties they encountered and what interested them. In this way their feelings about their participation were monitored and evaluated.

On the whole, the young journalists' participation in the Consultation was a success. They were able to take part in discussing issues that concerned them, they gained insight and experience in the world of journalism and they were able to have their 'voices heard' through their published articles, on issues they felt strongly about. The young journalists are also now more comfortable writing about serious issues, such as street children and child rights. This is rare in Indonesia as adults usually cover these topics while young people stick to more 'light-hearted' features.

There were some challenges in the project; the biggest involved the young people from different islands and cities travelling to Bali. This proved to be demanding on time and people, as they required continuous support and handling until they were home again safely.

Travel for the young people was also quite costly, as child protection guidelines require that they do not travel alone. One logistical example - Desi: Desi is from Papua, a six-hour flight and two stop-overs from Bali. It was understood that she lived 25 miles from Jayapura, the capital and main airport. But the 25 miles in a straight-

line happened to zigzag over a high mountain range and took about 48 hours by foot, canoe and road and as a result required more time and effort than expected.

These challenges can be rectified with good planning. If human resources are an issue, allow enough time to prepare the project so it does not clash with other activities that are heavy on time and labour. The budget must also be able to anticipate costs for the chaperones.



Observation and Comments

This is a good example of "genuine and effective" participation in the media. Obviously, the young people were not involved in the planning of the event and were not permitted to write about a subject that did not relate to the Consultation, however they were given as much freedom as possible in this situation.

Unfortunately, this was a once-off event for Indonesia, at least in the foreseeable future, as different countries host the Consultation every year. However, for future reference, this was a great way to:

- q Boost the profile of young people's participation with the attending government ministers.
- q Receive added media coverage though the young people's articles and regular press interest in c/yp participation as youth delegates and young journalists.
- q Teach the young reporters new skills - and skills as peer-educators.
- q Add spice to the Consultation with young people's presence.

The involvement of youth reporters in high level meetings is a good strategy to promote young people's participation in the media.

2. Media Training for Young Writers

In December 2003, young experienced writers, who already write for local media or youth magazines, aged 12-18 years, participated in a training session aimed at building their capacities/skills as young writers. The aim of the training was to help the young journalists more successfully participate in the media and to fulfil their potential of being peer educators and child rights advocates.

The agenda of the two-day training included presentations and discussions on child rights, examining writing and writing styles, observation in the field, writing exercises and an evaluation of an example of their own writing. The trainers included members of UNICEF, to introduce child rights, a senior journalist with '*Kompas*', an editor with a national youth magazine, a well-known writer and a psychologist, who acted as the training facilitator. Three other facilitators were assigned by UNICEF's project partner the Indonesian Child Welfare Foundation (ICWF) to help with the logistics of the event.

The ICWF contacted local media organisations to seek candidates. It was imperative that the participants were published writers with experience. Samples of the candidate's work were collected and a resume was required for background information. The selection was based on the quality of candidate's writing and their previous achievements.

Altogether, 15 participants from 9 cities, comprising of 11 girls and 4 boys, representing 5 different ethnic groups from mixed socio-economic backgrounds were chosen. Specifically, two from lower-middle class, eight from middle class and five from upper-middle class backgrounds, participated.

The young writers themselves suggested the rules that governed their participation. During their observation in the field, the trainees had the chance to observe whatever issues/events that interested them, interviewed their sources and wrote stories/reports. The only factor noted that limited the trainees' participation was the reluctance of some participants to be active and take initiatives. However, excellent facilitation techniques and the leadership of one particular participant lead the others to eventually speak up.

An evaluation of the day's events was conducted at the end of each day. Both the trainees and facilitators had the opportunity to give feedback.

Some of the benefits of the training session included:

- q Young people did not only learn from the resource persons, but they also learnt from each other's experience.
- q Participants become confident to file reports on more serious issues, such as street children and child rights, unusual because young people in Indonesia usually write opinions and short stories/fictions. Necessary, as they potentially have a big influence on the opinions of other young people.
- q They are now able to look at things, including their participation in public discussions, from rights perspective.
- q Technical aspects helped them improve the quality of their writings, thus make their products more attractive and useful to the mainstream media.

The constraints to this project mirror those given for the 'Young Journalist' project.

Observations and Comments

This project trained aspiring young journalists on writing skills and child rights. For those working on a school newspaper or youth publication, this project not only taught them how to write well, it better equipped them to tackle the realities of child rights issues in order to educate their peers. While this project is not in a strict sense 'participation in the media', it certainly taught young journalists the tools they needed to more fully participate in and make use of the media.

Mongolia

UNICEF Mongolia, in partnership with the Office of the President of Mongolia and the National Board for Children (NBC is a government run children's organisation), launched ICDB in Mongolia in 2003.

The day's events included a live TV and radio broadcast in which the President and 20 children from five economic regions of the country participated in a live discussion. C/yp asked questions regarding pressing issues that face Mongolian children today, as well as questions that fell under the ICDB theme "*We can be Heroes.*" Specific questions included: government policy regarding c/yp, especially in remote rural areas, how c/yp can contribute to the challenges facing the country and what they must do to make, even a small, contribution to the country's progress.

The key objective of this activity was to give c/yp the opportunity to express their views freely, in a discussion with top state and government leaders, who are in a position to act upon their views.

C/yp were chosen for the project with the help of the NBC. NBC wrote to the Governors of specific rural provinces asking them to choose c/yp to participate based on the following criteria: aged 9-15 years, from the most remote areas, with good academic backgrounds and who come from disadvantaged families. It is unclear just how exactly they were then chosen.

Of the 20 c/yp picked both genders were evenly represented and since Mongolia has a relatively homogeneous population, there was no real issue with ethnicity, except for the Kazakhs, who live in the extreme west of Mongolia. One Kazakh boy took part.

As most of the c/yp had never appeared on TV before, NBC officers and producers and editors from the Mongolian National Television Network held a special training session for them - informing them about the CRC, some relevant laws and legislation and the international documents on children. C/yp were briefed on the objectives of the project and then ground rules were established with their input.

As stated earlier, the participation of the c/yp was primarily through their discussion with the President and other Ministers that was then broadcast over TV and radio. This was the platform for the c/yp to have their 'voices heard'. On the whole, they

were given the liberty to ask interesting and relevant questions in keeping with the themes of "*We can be Heroes*", the policy of the government and their own contribution to the nations progress. Mundane questions on these topics such as "how are you going to improve the school toilet" were not allowed.

There was no formal evaluation done on the project, although the c/yp's thoughts and opinions on ICDB 2003 were discussed before and after the project. Overall, the project was seen as very successful; this was the message received from the respective provinces as well as the President himself. The President is a keen supporter of ICDB and c/yp participation and has already expressed his interest in participating in a similar way next year. Moreover, the participation of the country's top leaders evoked a keen interest amongst the public and successfully highlighted child rights issues.

In previous years, a similar project was run for ICDB, however this was the first time that c/yp from remote areas participated. While this was found to be very rewarding, it also created some difficulties. Rural authorities took a long time to respond, perhaps due to the lack of good communication links to the urban centres and the distance the c/yp had to travel to Ulaanbaatar, the capital city, proved obstacles to overcome. Furthermore, choosing the "right" kind of c/yp from disadvantaged families proved difficult. Though it is unclear why this was so. Early planning and better co-ordination with the relevant authorities will help solve these challenges.

Observations and Comments

Again, this project is not 'genuine' participation in the media. That is, the c/yp were not involved in the planning or "running of the show". However, it does facilitate quite young children, from the age of 9 -15 years to have their voices and opinions listened to in a very visible way and by some of the nation's most important people, who are in a position to act upon their concerns.

Pacific Islands

In Fiji, a radio station called Fiji Broadcasting (FBCL) is planning on launching a number of community radio stations that will be almost entirely staffed by young people. At the time of writing, UNICEF Pacific Islands had just hired a consultant to formulate a concept paper on radio programs for c/yp and could not yet answer any specific questions regarding the project.

Radio is still the most far-reaching medium in the Pacific. It is listened to an average of seven hours a day. And 60% of the population of Fiji still lives in rural areas where there is no access to TV. Thus, these new radio stations promise to deliver a wide-ranging tool for the education and participation of young people in Fiji.

Papua New Guinea (PNG)

Radio Bougainville

Note that communication between UNICEF PNG and partners in Bougainville has been limited due to the conflict in the area. Therefore the information regarding this project was difficult to obtain and is sometimes sketchy.

Radio Bougainville, on Buka Island has been working with young people from nearby high schools to compile a radio show called "*Children's Corner*" that is aired locally every morning. The young people talk on air about issues that affect them and their rights and responsibilities. Understandably, the issues surrounding the conflict feature prominently. This has included the issue of young people in conflict with "the law".

The participants are usually chosen from grades 9 and 10 in high school and are between 16-19 years old. There is an equal representation of gender, ethnic background, religion and class in this project. This is ensured during the selection process but it is not clear exactly how it is achieved.

Young people's participation is governed by the rules of the radio station, in which the young people have no input. Also, their participation in shaping the objectives of the program and choosing issues to raise for each segment is kept at a minimum. It is understood that their participation revolves mostly around the actual broadcasting of the program. It is known that the participants go on air as hosts but it is not clear just what their other roles they play. With this vital bit of information missing, the author is unable to decipher just exactly how much input the young people have into the program. It was stated, however, that formally trained journalists and radio staff "provided guidance and assistance" for the young people's activities, just how much and on what, was again unclear.

A message that has been made clear from this project is that young people are best at communicating with other young people about the issues facing them. As the conflict lessens young people have to come to terms with the realities of the situation. UNICEF PNG feels that this program helps the young people realise their rights and responsibilities at this important time.

Some limits to the participation of young people have included overcoming shyness, lack of confidence to voice opinions and a general lack of knowledge on the subject matter. Another factor that hinders production is the radio stations lack of funds. Due to this, it is unclear if the program will be sustainable. UNICEF does provide some funding assistance, as well as child rights materials, however, this funding alone cannot keep the program afloat.

Observations and Comments

It is not clear just how much freedom the young people have to participate in this program. Young people's control over the content of the program would mean better "genuine and effective" participation and a real chance for Bougainvillian youth to express their opinions, particularly on the realities that face them now and in the future.

There are two projects from the Philippines outlined in this section - the "No limits Newsletter and a Photo Journalism Workshop. A third outstanding project from the Philippines, the "*Kabatan News Network*" (KNN), is highlighted under "best practices", in the next section of this report.

1. The "No Limits" Newsletter

Note that this program was discontinued in 2003 due to budget constraints and the launching of the KNN TV program. This project is however a useful outline for similar projects which may be contemplated and was therefore included in this report.

In response to the Fifth Country Program for Children 1999-2004 and the Child Friendly Movement, UNICEF's Philippines Country Office in conjunction with the Probe Media Foundation Inc. (PMFI) began the quarterly "*No Limits*" newsletter for and with c/yp.

The objectives of the newsletter were to get c/yp aged 10-15 years to:

- a) Develop skills and talents in print journalism
- b) Encourage expression of opinions and views through print articles and
- c) Promote ethical practices and values in print journalism.

Originally, c/yp attended a two-day, live-in workshop in Subic Bay Free Port called the "Truthful Kiddie Print Journalism Workshop". This workshop focused on team building and enhancing the writing skills and inquisitiveness of the participants through outdoor activities. The themes of ethics, child rights and value-education were also emphasised throughout the workshop.

A two-day follow-up workshop was later held in Manila. The main objectives of this second workshop were to enhance the young people's skills in managing the layout, design and conceptualisation of the newsletter. The top writers from the workshops were chosen to head the newsletter and one became the editor-in-chief.

The newsletter was to be distributed to all members of "5 and Up Club", part of the "*5 and Up*" children's TV program [this program has since been cancelled] and circulated to NGOs and other UNICEF partners.

The forty participants were chosen through the submission of an article, journal, essay, poem or drawing, with the theme: "Why I want to be a Truthful Kiddie Journalist". The "*5 and Up*" club was used as a venue to get in touch with possible participants, also, calls for entries were published in newspapers and UNICEF distributed application forms to its NGOs and other interested groups.

These factors were considered in choice of participants:

- a) Interested in print journalism.
- b) Experience in writing (e.g. school newspapers).
- c) Screening of article submitted in terms of composition, creativity and grammar.
- d) Past or present recipient of aid from NGO or foundation.

Both genders were represented in the selection, most came from disadvantaged families, however some were from the middle class.

Participants profile:

- a) A mixed group according to economic standing in the community
- b) All attending school
- c) At least half were or had been a recipient of aid
- d) All exhibited interest in print journalism
- e) Most were part of school newsletters, community activities etc.

Facilitators for the workshop included both PMFI staff and trained print and broadcast journalists. All were required to attend at half-day training at UNICEF on c/yp participation and were taught how to work with young people, various participatory activities and c/yp rights before the workshop commenced. The resource person for this training was Natasha Vizcarra, the editor-in-chief of the "*Junior Inquirer*", a youth newspaper. Natasha developed the module and activities with PMFI and made all activities hands on and participatory.

After the workshop it was the PMFI staff that worked as facilitators. They had the responsibility of setting up meetings, accompanying young people when they covered events/activities and supervised the design, layout and printing of the newsletter. UNICEF's role was to support the young people's training, meetings, and the printing of the newsletter as well as its distribution.

The young people participated in "*No Limits*" through quarterly brainstorming sessions, finding stories, interviewing subjects, writing, editing, preparing illustrations and taking photos. However, a professional did the design and layout of the newsletter. Each young person based on capability and skill was assigned a section and a designation, for example news, features, opinions or photos. There was, however, some room for movement so the young people could experience writing on a variety of topics. The resource person chose the roles for the participants through the screening of articles written in the workshops.

For a typical issue the process would proceed in this manner:

- a) A brainstorming session with the young editor-in-chief moderating the session.
- b) Everyone agreeing on a theme or issue.
- c) Articles were assigned for every person with deadlines.
- d) The young editors later met to edit each section before it was given to a layout artist (professional) for final encoding into computer copy.

Participants found they had the freedom to express their opinions on topics of their choice, within the realms of responsible journalism. Thus, their participation was enabled at almost all facets of the newsletter production, excluding layout design.

The young people even regulated their own participation. While the PMFI facilitators prepared the "bare bones" of the house rules they were later modified by the young journalists as they saw fit. However, the adult staff prepared guidelines regarding attendance and meeting deadlines. The project was monitored through face-to-face interaction with the participants and a project evaluation was completed.

In terms of indicators of success, some young participants found that they had become more vocal and participated more in school activities during and after their

journalistic experience. Moreover, a high circulation national daily newspaper, *"The Manila Bulletin"*, published some articles from the *"No Limits"* newsletter and there was media coverage of the original "Truthful Kiddie Print Journalism Workshop" in the *"Junior Inquirer"* and on the T.V show *"5 and Up"*.

There were a few constraints and challenges to be noted. Young people found that they had little time to devote to the project along side of their heavy school and homework schedules. It was felt by UNICEF Philippines that forms of young people's participation that were more natural and organic to the existing lifestyle of participants, such as school newspapers or community youth groups, would be a better way for young people to participate.

Moreover, young people had to unlearn many of the Filipino traditions in order to participate fully. For example, traditionally, young people in the Philippines are not allowed to have a voice. In their homes and schools, adults are expected to make the decisions, without necessarily taking into account the opinions of young people. UNICEF Philippines suggests that a more enabling environment for young people participation needs to be created through further work with its partners.

A further difficulty was getting the children into the mainstream media to generate a large audience for them. This was one of the reasons why UNICEF Philippines decided to try KNN, a children's program on mainstream TV. See "best practice" in the next section.

Finally, it was realised that participants should have all been part of an organ/newsletter in school or within an organisation. This would have ensured that the skills learnt through this experience would have been put into practice. Similarly, the foundations/NGOs that some participants belonged to should have been made partners in order to allow for the publishing of young people articles in their newsletters. This would have created more awareness of the project.

Observations and Comments

This project was a good example of "genuine and effective" participation in the media. Unfortunately, while the young people's 'voices' were promoted through the newsletter, a large audience was never generated. Thus, the young people themselves learnt new skills and knowledge, benefiting themselves and their close peers, but the goal of reaching and educating many was not reached. The KNN project outlined in the next section of this report incorporates much of the foundation of this project but through TV has managed to generate a much larger audience.

2. Photo Journalism Workshop

This workshop was designed as a continuing project to compliment the *"No Limits"* newsletter. The four-day photojournalism workshop was held for 40 participants. Out of these 40, six were chosen to work on the newsletter as photojournalists. The folding of the *"No Limits"* newsletter project brought about the end of this project in 2003. Nevertheless, it is again a good example of how such a project can be implemented and has thus been included in this report.

The objectives of the project were to:

- a) Develop young people's skills and talents in photojournalism.
- b) Encourage expression of opinion and views through pictures.
- c) Promote ethical practices and values in photojournalism.
- d) Incorporate the photojournalists in the newsletter "*No Limits*."

During the workshop emphasis was put on hands-on training exercises, that were taught by professional photo documentarists/journalists. The topic and themes of the workshop revolved around the situation of children and children's rights issues, some examples included street children, the different faces of a child and child labour. Culminating from the workshop was an open exhibition of the photos taken by all of the participants that was held in two malls in Manila.

Six of the 40 participants from the workshop were later chosen on the basis of the quality of their photographs, to contribute to the "*No Limits*" newsletter. These six received follow-up training sessions on a quarterly basis by professionals. Their sessions were on SLR usage, photo story telling and photo editing.

Participants required no previous photographic experience, as it was understood that cameras are expensive. Instead, applicants had to answer the question: "If you were a photo-journalist, what pictures would you take and how can this help your community?" Application forms were distributed to NGO's and other partners.

The mix of participants was as follows:

- q 20 children aged 8-16 years.
- q 20 youth aged 17-24.
- q Many participants were or had been recipients of aid from an NGO or foundation. Young people from disadvantaged families were given preference through NGOs and partners, though upper and middle class young people had the opportunity to join.
- q Both genders were represented, though the ratio is not clear.

Four professional photojournalists acted as resource persons for this project and helped develop the training module. All staff had been briefed on the importance of participation before the workshop.

During the workshop all participants were supplied with cameras that were to be taken home to enable them to take photos in their communities as well as during the workshop. UNICEF provided the forty insta-matic cameras for the training and the rolls of film. They also organised the two malls where the young photographers displayed their work.

The six chosen participants that became part of the staff at the "*No Limits*" newsletter were provided with SLR cameras from UNICEF. These photographers were given a section in the quarterly newsletter for a photo essay. They were also assigned to a section of the newsletter as the photographer, and accompanied the print journalists during their coverage.

The six photographers attended meetings, discussed themes with the print writers and decided upon topics for the photo essay in each issue. They also assigned a different

photo editor per issue, from amongst themselves, who had the responsibility editing the photos and deciding on the layout of the page.

One of the key challenges faced was the cost. The expense of the materials needed for such a project was found to hinder its sustainability. Moreover, a further challenge was getting the photos into the mainstream media. This did not appear to have occurred. While the photos were displayed in two malls, the audience was very limited and further efforts to distribute their materials were needed.

As this project was a part of the "*No Limits*" newsletter the challenges, observations and comments mimic those outlined above.

Timor-Leste

In 2002, UNICEF Timor-Leste in conjunction with, the Ministry of Education, Radio Timor-Leste, Radio Timor Kmanek and TV Timor-Leste gathered 200 school students and 43 street c/yp, from 13 districts, together to produce special programs to celebrate ICDB. The centrepiece of the day was the c/yp's interview with high-ranking politicians and the President of Timor-Leste. However, it is not clear just how much input the c/yp had in formulating the questions asked.

Local radio stations and a national TV station contacted the Ministry of Education and a local NGO that works with street children, for the selection of the participants. The c/yp chosen were aged between 5-18 years. They included a mix of primary school students, secondary school students and street children and came from a variety of ethnic backgrounds and classes. It is not clear exactly how the c/yp were chosen.

C/yp were involved in interviewing leaders such as the President, the Vice President and the Minister for Education, conducting an interactive dialogue and singing and performing traditional dance and songs for broadcast to the nation. The highlights of the day were the interviews with the nation's politicians that was set up by the Ministry of Education. In order to do this the c/yp collected information from the leaders colleagues in their districts then, with the help of media professionals, formulated questions to ask. These questions related to topics such as education, health, water and sanitation. The interviews were done using a tape recorder or directly, using a microphone. A reporter and a cameraman accompanied the c/yp throughout the interview. It is not clear exactly how much input the c/yp had in formulating the questions or what the exact roles of the reporter and cameraman were.

The adult facilitators included journalists, reporters, cameramen, social workers and teachers. They assisted in preparing the program at the Media Center.

UNICEF Timor-Leste provided some funding for the production of the programs for TV and radio and lent equipment such as two digital video cameras, two microphone clips and a camera tripod to TV Timor-Leste for its use during the project.

One of the frustrations for UNICEF Timor-Leste is the general lack of equipment, funds and human resources dedicated by the media in their country to covering child

rights issues. Moreover, UNICEF found that many in the local media are not even aware of the CRC and children's rights issues in general and need training in this area.

A similar program to that outlined above was to be included for ICDB 2003 but unfortunately it was postponed to a later date.

Observations and Comments

It is not clear just how much the c/yp were able to participate in this project for ICDB 2002. C/yp may have acted as interviewers and hosts but it is unclear just how much input the young people had into what questions they could ask and what topics they could talk about.

Viet Nam

The Junior Reporter Clubs

UNICEF sponsors fourteen Junior Reporter Clubs (JRCs) throughout Viet Nam. The material they produce is for a 15-minute long radio program called "*For the Children*" that is aired twice daily on the "*Voice of Viet Nam*" radio station. The clubs also contribute to a monthly newsletter called the "*Voice of Childhood*" which is distributed to various government leaders and organisations. One thousand of these newsletters are copied and distributed monthly.

The 14 clubs operating at the moment have roughly 30 members per club, which brings the total of junior reporters to some 420. The participants are nominated by the school they are attending and are roughly 12-17 years old. Selection of participants is most often done by teachers who usually select students who are particularly good at literature and language. Normally, each class submits 1-2 names to the principal who then discusses it with the school Youth Association and a decision is made. Generally, students selected tend to be high academic achievers and UNICEF has expressed some concern that disadvantaged students are likely to be under-represented. Furthermore, there tends to be more girls than boys, as girls are usually better at literature and language skills.

There is a constant turnover of participants as the club is for young people aged 18 and under. New participants enter as others reach the maximum age.

To facilitate the participation of a cross section of Vietnamese young people efforts have been made to establish JRCs in remote and disadvantaged areas as well as in urban centres and to include poor and disabled young people. Two new clubs have been established in remote areas. One, in Dong Thap in the Mekong Delta, home of a disadvantaged minority in Viet Nam's central highlands and it is unclear where the second club was established.

For disadvantaged young people, two new special clubs have been established and linked with the Hanoi JRC. One was created for disabled kids and the other encourages the participation of disadvantaged and street young people. UNICEF doesn't currently support these last two clubs. This will be assessed in 2004.

The Youth Union is a partner organisation that is heavily involved in the running of the JRCs. The Union is the youth arm of the Communist Party and as such, is very political. The Youth Union is heavily involved in facilitating and directing the activities of each club. One officer of the provisional Youth Union is in charge of each JRC.

JRC members meet twice monthly. Activities centre around the discussion of possible topics to cover, writing articles and collecting interviews. While young people do participate in interviewing, taking photos and writing stories, story ideas are often under the heavy direction of the Youth Union, and the editing and layout of the newsletter and radio material is all carried out by adults.

The JRCs still largely employ a "top down adult" approach to participation. However, children increasingly want to be more involved in the writing and production of articles to their completion stage. With the availability of equipment and training in 2004, their participation is likely to improve.

Presently, whenever a new JRC is established, there is a two-day long workshop to introduce the young people to the CRC and the basic principals of working in the media. Elementary training in writing and radio recording is also provided

The local Youth Union is responsible for providing a meeting place and basic equipment. There is also a close co-operation with the provincial radio and TV stations that provide technical support and basic training to the JRC participants. Unfortunately, there is very little support from provincial newspapers and magazines at this time.

Since June 1998, UNICEF has provided financial assistance and some basic equipment for the JRCs, for example computers and tape recorders. There are also plans underway to hold an intensive ten-day workshop in June 2004, for a maximum of ten participants from four JRCs, on basic filmmaking and editing techniques, using digicams.

The workshop will be conducted by an international film maker/editor. Participants will include eight young people and two trainers, who will be shown how to carry out subsequent training for other JRC members. The four participating clubs will then begin making short films suitable for broadcast on Viet Nam's youth program "*For Children*". This is part of UNICEF's effort to revitalise the JRCs through the possibility of using TV as a medium. Presently, this aspect of the project is still in its planning stages.

A further boost is to be given to the project through the first ever JRC National Congress that is planned for June 2004. This National Congress will provide an opportunity for JRC members to meet each other, to exchange experiences and information, assess what has been achieved so far and discuss plans for the future.

The Committee on Population, Family and Children (CPFC), with UNICEF support, carries out monitoring trips twice yearly on JRCs. So far, the evaluation of the clubs has been limited. However, an assessment of progress so far and future priorities will be an important part of the up coming National Congress.

The principal challenge of this project remains a real commitment by adults to young people's participation. Adult Youth Union control remains dominant and efforts need to be made to encourage more initiatives by children and for adults to "let go". Limited resources such as computers, tape recorders and still cameras are also a hindrance to the clubs fulfilling their full potential. For example, the Hanoi JRC has only one computer for 30 participants, four tape recorders and no still camera.

In terms of debate, these clubs have stirred little so far. This fact is attributed to the small number of clubs and their limited output. However, if the JRCs are granted TV access, they will gain a higher profile and their young people's participation will be further recognised. Nonetheless, these clubs are contributing to the empowerment of young people by giving them the tools to express themselves - editing material, making films, laying out newspapers and magazines, tools that will ensure that their voices are heard.

Observations and Comments

This project is potentially a great way to include young people's participation in the media however more "control" over the radio show needs to be handed over to young people. The adult facilitators need to "let go" a little more. Nevertheless, it is a great start and the possibility of branching into T.V will furthermore enhance the profile of the initiative and promote young people's participation in the media within the country.

SECTION XI

A Review of Best Practices

Each of the projects outlined below have been included as "best practice" because of their successful implementation of the principals of "genuine and effective" participation. Young people have been enabled, through the platforms facilitated by these projects, to participate as much as possible in the planning, production and evaluation of a media program. Thus, the programs that are aired, often to an audience of hundreds of thousands of people are entirely the work of young people under 20 years and more often under 18 years. The young people are in control of almost everything, from planning, to finding news stories, to hosting, interviewing and even managing. These projects have allowed young people, who have previously been thought incapable, to learn new skills, voice their opinions and educate and influence a huge audience of other young people and adults.

Philippines -Kabataan News Network (KNN)

The Philippines *Kabataan News Network* (KNN) brings young people aged 13-18 years, meeting established criteria and from a diverse range of backgrounds, together to produce their own magazine-style news program that is broadcast nation wide. This project is "best practice" as it facilitates the "genuine and effective" participation of young people from all kinds of ethnic, socio-economic and geographic situations in the media, in order to promote child rights and the cultural diversity of the Philippines.

The young journalists are involved in every stage of the production process from story ideas, to planning, research, interviewing, script writing, narration and camera work. KNN members take on the specific roles of a TV production team to produce segments for the KNN show on the their life experiences and those of their peers, in their particular communities.

This project is still in its pilot phase. Presently, the focus is on the training of young reporters and collecting and collating information that will provide future direction for the project. Thus, between Oct 2003 - Feb 2004 the KNN show was broadcast only once a month, although it was often repeated. By late 2004 it is expected to be formally scheduled to air more often, enjoy more recognition and partnerships and to be running to its full potential. The information and statistics provided below reflect the current realities of the project and the hopes for the future.

Background

Young people in the Philippines, like in many countries, are increasingly beset with complex social problems and uncertain times that affect their wellbeing. Problems such as poverty, HIV/AIDS, lack of education and sexual exploitation are among some of the key areas of concern in this country. In many rural areas, a cycle of poverty, social exclusion and political instability, including armed insurgency, contributes to a sense of hopelessness among 15- 24 year olds. Moreover, Filipino political culture struggles to effectively include all people - especially the poor, young people and minority groups.⁶³

UNICEF Philippines is working towards helping young people from all communities and levels of society to feel that they too can contribute meaningfully to the progress of their country. It is fundamentally for this reason that UNICEF and its partners: Probe Media Foundation Inc (PMFI), ABS-CBN (ANC) cable news network and NBN national broadcasting network, have come together on this project.

The broad aims of KNN are to:

- q Open a powerful mass media channel to carry the voices of Filipino young people to a national audience and sensitise the viewers to the issues facing them.
- q Help a generation of c/yp feel that they have an important stake in the political and social development of the Philippines.
- q Provide safe and supportive opportunities for young people to become involved in social change efforts designed to improve their own situations.
- q Broaden the range of opportunities for such engagement within the UNICEF structure, so that young people become vital partners.
- q Create an enabling environment where young people can exercise their participation rights and where adults can recognise young people's vital role in social development.
- q Strengthen the knowledge and skills of adults involved in supporting, facilitating and leading child participation efforts to improve the enabling environment.

Television as a Medium

Broadcast TV reaches almost the entire Filipino population, making it a very powerful tool for shaping public opinion. Moreover, TV has become a more economical and efficient mode of reaching a large audience with the advent of new inexpensive technologies such as digicams.

ANC and NBN are providing free national broadcasting time to UNICEF for KNN and together these channels reach a wide and varying audience. ANC has a strong following amongst Filipino politicians and decision-makers. NBN is primarily a government owned channel that reaches up to 96% of the Filipino population. Discussions are also underway with other broadcasters to provide airtime on a non-propriety basis.

⁶³ "A Proposal for a TELEVISION Magazine Made by Filipino Youth (UNICEF, Manila) p2

TV is an ideal medium to air young people's opinions, to reach a mass audience and to create awareness and debate about child rights issues.

Why Should the Networks be Interested?

It is all very well and good for UNICEF and PMFI to produce a TV show run by young people but why would the networks want to air it? Here are some "selling" points, in no particular order, used by UNICEF and PMFI to get the KNN's TV partners on board:

- q There is a lack of quality Filipino children's TV.
- q It is a Filipino TV first.
- q It is socially responsible.
- q It is free of charge.
- q 46% of Filipinos are under the age of 19 and about 17% are between the ages of 12-19.
- q Adolescence is a time when many establish brand loyalty.
- q Young people are increasingly aware of current issues and want to be empowered.
- q The stories and the young people are direct, honest, fresh, unpredictable and real.
- q Kids want to see other kids doing cool amazing things.
- q Filipino adults want to see their talented youth.

An Outline of the KNN Project

The TV Youth Bureaus are the heart of the project. Presently, there are nine Youth Bureaus running, one in each UNICEF Philippines priority province or city. The Bureaus are set up and run by Local Government Units or civil society groups, with UNICEF support. PMFI co-ordinates all of the Bureaus nation-wide through the Bureau Center, located in Manila.

Each Bureau has approximately five-eight young reporters who work together, with the help of an adult facilitator, to produce raw-video packages. The young people are in control of every stage of the production process, from story ideas through to air [editing is done by professionals but to the young people's scripts]. An outline of the production process is found below under the heading "Stages of the Production Process".

The show is made up of a series of segments that mostly relate to child right's themes. These segments are broad guidelines set up to help guide the planning and conceptualisation process and to help with thematic harmony. However, in the experience thus far there are stories in every show that do not fall within these segments. The following segments were decided upon in an early brainstorming session that included adult facilitators and young participants.

The segments include:

- q Main features (3-5 min): My society, My environment, My family and My friends.

- q Mini segments (30sec-1 min): Fads and crazes, Question of the day, Profile of exceptional youth, Direct editorial stand, Strange and weird talents and Spare time activities.

Some examples of stories that have gone to air in 2003 include: Children working as pedicab drivers, A horse drawn carriage festival, "Can you talk to your parents about sex?", an MTV Music Summit on AIDS and Child NGOs. At their full potential each Bureau will be expected to produce the raw material for 2-3 stories per month. Presently, the expectation is much less.

The reports are then filed with the KNN Bureau Center where they are edited by adult facilitators according to the young people's scripts and are broadcast nation-wide. The resulting 25-35 half-hour shows are expected to reach an audience of between 200,000 and 500,000 viewers by late 2004 when it is broadcast twice weekly on Saturday and Sunday afternoons.

Choosing the participants

The selection process for the participants of existing Bureaus was as follows:

- q NGO partners and other organisations all over the country were sent KNN reporter application forms. The application form covered the basic information of the applicant and the stories they wanted to pursue.
- q Applicants were then short-listed according to agreed criteria such as geographic/ethnic/economic diversity, experience with any type of media and curiosity.
- q Interviews with PMFI or UNICEF staff determined speaking presentation ability and demeanour on camera.
- q In the future, applicants will be required to submit together with the application form, a one-page essay describing the state of the children in their communities and how they can help improve this by being part of KNN. This will help determine the writing skills of the applicant and will show the level of awareness of the applicant about issues in his or her community.

For example, priority was given to the following criteria for the applicants to the Bureau in Manila - it was also much the same for the other Bureaus:

- q Must be between 13-18 years old.
- q Children who receive or have received development assistance from an NGO or foundation.
- q Active in Child Friendly Movements or activities.
- q Have some experience in writing (e.g. school newspaper).
- q Have previously attended media workshops/training sessions.
- q Media ability as seen in the interviews.

The above criteria are likely to be used again to pick future participants for this project.

The young people currently involved in the project are a mixed group composed of Christians and Muslims, at least half are affiliated with an NGO or foundation as

recipients of special assistance and the average age is 15-16 years old. Interestingly, the participants thus far are 80% females (32 female 13 male). This was not done by design; a more even gender ratio would have been favoured. However, it was found that, in general, more girls were interested in participating.

Training and Equipment

Both the young people and adult facilitators received a one week intensive training course that focused on basic journalism, video production and child rights advocacy. Specifically, the main training sessions were on camera operation and shooting video, TV reporting, script writing, on camera stand-ups and voiceovers and planning/researching stories for TV. The training was also designed to help young participants decode and learn from the TV messages they consume daily. That is, they learnt to see the camera work components of a news story for what they are - interviews, situation shots, establishing shots, cut-aways, close-ups, wide-shots and reversal-shots.

Every Bureau is equipped with mini-digital camcorders, microphones, tripods and videotapes provided by UNICEF.

Adult Facilitators

Each Bureau has an adult facilitator that acts as the Bureau manager (BM). The BM acts as a go-between for the young reporters and the Bureau Center. The BM also takes care of the equipment, moderates during meetings, motivates the young people to think about what kinds of stories they want to create and assists/oversees the shoots, scriptwriting, shot listing and transcribing.

Presently, three out of the nine BMs are from the Philippine Information Agency (PIA) and have very little knowledge of the broadcast media, bar their one-week training. Other BMs have a background in non-government groups, teaching, church groups or child advocacy groups, though the proportion from each is unclear. It has been suggested that in the future, BMs should come from the PIA regional offices. This is believed to allow for better co-ordination between Bureaus and is a chance to further strengthen UNICEF's partnership with the PIA.

As stated earlier, adults from PMFI run the Bureau Center. Their job is to edit the raw material sent in from the Bureaus according to the young reporter's script, package it and put it to air.

There are plans to get project mentors from local media organisations to regularly consult with the youth teams to answer questions the young people may have, although this has not been implemented yet.

The Participation of Young People

The first intake of young reporters followed rules set entirely by adults and this was how their participation was initially governed. As KNN has grown, so too has the involvement of young people in setting their own rules and guidelines.

The KNN reporters are aware that they are volunteers, this means that they are not required to attend meetings and shoots. However, they are also aware of the opportunity that they have been given and most are eager and happy to take part. As each of the nine Bureaus function independently, each has their own set of rules for meetings and shoots that the BM and participants agree upon in early meets. Guidelines for the story segment classification are received from the KNN Bureau Center; each Bureau must prepare the segment required of them in order to create a full KNN show [segments were outlined above]. Adults alone did not draw up these segments. Instead, the young reporters from the original six Bureaus participated fully in the design of these story/segments during a brainstorming session early on.

Participants are also responsible for and thus participate in the entire production process, barring editing.

Stages of the Production Process

KNN is a great example of "genuine and effective participation" in the media and has therefore been included under the banner of "best practices". The young reporters are almost entirely in control of the whole process and as such, act as a TV production team. They are responsible for story selection, production, planning, shooting, interviewing, writing, logging tapes and recording narration.

The production process usually runs as follows for each Bureau:

- q A brainstorming session on story ideas with all Bureau members.
- q This is followed by research on the story: who, what, why, where, when must be answered.
- q They then look for subjects interview and interview them on camera.
- q A script is written.
- q The camerawork is completed.
- q Narration is done.
- q The raw material is sent in for editing based on the instructions of the young producer.

The young reporters are each given their role to play in the production process by the BM, for example as a producer or reporter. This is determined by the BM's evaluation of their skills and talents. However, there is still opportunity for the participants to trial different aspects of the production process as the BM rotates the roles based on the young participant's "evolving capacities".

Any story idea that the participants come up with can be covered in KNN, within the framework of the TV medium. However, the stories must be topical and current, able to attract an audience and generally within the basic context of child rights and the issues that face children. In terms of story brainstorming, there is usually mixture of independent ideas and group story development within the different Bureaus.

Evaluations and Assessments

A quarterly evaluation is done by the BMs on the young reporters to determine the level of the participant's interest and commitment to the project. As part of future assessment, a quarterly training-needs assessment has been initiated to map the growth of each young person and assess his or her "evolving capacities".

Presently, the young people's feelings about the project and their participation level are not being monitored and evaluated on a formal basis, however the BMs can help with any problems. In the future, an evaluation form will be created and sent to participants that will evaluate BMs, the young people's workload and their level of participation.

Indicators of Success

Five out of the original six Bureaus established have been regularly submitting the required KNN inputs, indicating the continued active participation of the young people. Moreover, a message board for KNN participants is regularly used by around 15-20 of young reporters to stay in touch, share feedback, story ideas and experiences.

The show is still on a test run level, airing once a month. By design, its visibility has not been high in order to give the young people some time to build up their experience and the quality of the show. Thus, as yet, the show has not had a high level of publicity or stimulated much public debate, although numerous print articles about the project have been published over the last few months.

Challenges and Lessons Learnt

In the beginning, one of the challenges was overcoming the traditional role of adults as "the boss". Adult producers were not yet used to the idea of having children "run the show". However, adults saw the creativity and unique view of the young people and realised they should take a step back to give them a chance to bloom.

Like the other projects mentioned earlier for the Philippines, the young people's school schedule, particularly for high school students, prevents them from regularly participating in KNN production work. In the Philippines, the school day often doesn't finish until 5pm; therefore, students invariably have little time left for extra curricular work. Discussions with the education authorities regarding linking KNN activities with the school curriculum are underway in order to lessen the workload of KNN for the participants. In 2004, three new Bureaus are planned and may be made up of school students.

Expected Benefits

The use of TV as a medium gives the project the potential reach of hundreds of thousands of people every week. As such it works as a mass educational tool by raising awareness of UNICEF, the CRC and MTSP priority issues to all viewers, young and old. Furthermore, it has been demonstrated that young people feel more comfortable getting health and life skills information in youth friendly settings and

from other young people.⁶⁴ Hence, KNN is working to educate young people in a way that has proven to be beneficial.

The positive images of "disadvantaged", or "at risk" young people who are working to forward their communities will be featured in the show. This is expected to work towards dispelling the common misconceptions that are often associated with these people.

KNN aims also to create a more enabling environment for c/yp to fully participate in Filipino society and have their voices heard. It does this by proving to thousands of people that young people are highly capable and have many positive contributions to make to society.

Finally, KNN works for the betterment of Filipino TV programming which is often very commercial. KNN is educational and it portrays a cross-section of Filipino sub-cultures, regions and people's, from all walks of life not just the Manila elite.

Observations and Comments

This project has been selected as "best practice" because of its dedication to the "effective and genuine" participation of its young members. From the inception stage, young people have been included wherever possible and been given real responsibility and power. This project gives young people the opportunity not just "participate" in the media but to make media, to almost entirely be in control of a show that is viewed by hundreds of thousands of people. In this way young people have been given a real opportunity to air their views on the world around them and the issues that they face, as they see it. This kind of true participation leads to further benefits that are impossible to achieve with participatory tokenism.

KNN also seeks to empower "disadvantaged" young people with skills and knowledge that they can use for their own benefit and the benefit of others. The selection process not only ensures that the participants have the media-skills but that they are from a diverse range of backgrounds, geographic locations and socio-economic standings. This brings with it many advantages in this type of media such as: educating the young on the cultural diversity of the Philippines, it contributes to the quality of the program and it makes for more interesting and varied segments. Thus, viewers get quality TV that is as entertaining as it is educational and young Filipinos are given a voice through KNN to represent their views and their diversity.

As of January 2004, KNN had managed to show up with a "1" share from its cable network time slot [it was unknown at this time how KNN was rating on the free to air government channel]. Essentially, this means that KNN is reaching 200,000-400,000 viewers as a monthly show with almost no promotion. At this time it looked like the show would start as a weekly program in June 2004, as a full half-hour magazine program on two free to air networks and as short segments on Nickelodeon Philippines and ANC.

⁶⁴ *Ibid.*

This project is not yet involved in ICDB as it is still in its infancy. However, there is possibility of its inclusion in later years.

KNN is an interesting and innovative media participation project that has so many advantages. Already other countries in the region such as Cambodia are following suit. In conclusion, KNN is a great example of how to apply Article 12 of the CRC to the media.

Thai Youth News Center

Background

Complex social problems such as HIV/AIDS, poverty, lack of quality education and sexual exploitation are just some of the issues many young Thai people face today. The Thai Youth News Centers (TYNCs) were set up as a means for Thai youth to contribute positively to their society and to have their views and opinions on today's world heard by other young people and adults alike.

The TYNCs are based on similar principals and methodologies as KNN, the main difference being that TYNCs operate through the Thai secondary school system not as independent Bureaus.

The TYNC members "genuinely and effectively" participate in the media through the production of segments for a TV program of the same name. The young journalists are in full control of the show from the planning stage to air and they assume the roles that an adult production team would assume as producers, scriptwriters and reporters etc. This project has been highlighted as "best practice" to give another example of, and another way to, produce a TV show entirely run by young people.

Furthermore, this established show, running since 1998, has been highly successful in building its capacity to involve young people and promote young people's participation in general and in the media. The number of TYNC has jumped dramatically in a short amount of time through the strengthening of partnerships and the creation of a more enabling environment. The ability of this type of show to have an impact on society, even government policy has also been emphasised in this section.

TYNCs are run primarily by the Luck Kid Company but in conjunction with UNICEF Thailand, the Ministry of Education (MOE), the government Public Relations Department (PRD), Channel 11, Radio Thailand, the National Council for Child and Youth Development (NCCYD), Thai Health Fund, and other co-operating local radio and TV stations in provinces where TYNCs are located.

An Outline of the TYNC Project

The TYNCs are located in secondary schools only. The individual TYNCs at each school produces a segment that is then sent into the co-ordinating body, Luck Kid Co. From here the segments are strung together to produce a half-an-hour show for air. It is not clear exactly how the segments are put together but each Bureau is guaranteed a specific amount of airtime.

TYNC airs over Thai TV Channel 11, a government owned channel with a national broadcasting reach, every Thursday between 4:30 and 5pm. Channels 5 and 7 more irregularly pick up and air these programs. Due to the growing recognition of TYNC activities, some TYNC participants have even been invited to broadcast over their local radio stations and to contribute to their local newspapers. Specific figures on demographics and audience size were not available at this time. However, it is known that the show is usually watched by young teenagers and their parents and that the audience size for the shows broadcast for ICDB was estimated at over 100,000 viewers by the government PRD.

Some examples of topics that have been covered by the TYNC program include: role models and aspirations for the future, HIV/AIDS, drug abuse, health, poverty, ethnic minority groups, education, sports, career development, sexual abuse, child labour and other major social issues that affect the young reporters at home and in their communities.

The Growth of TYNC

The TYNC project has been in partnership with UNICEF Thailand since 1998. Since then, the number of Centers, the levels of young people's involvement and outside support have been steadily growing.

In 1999 community awareness of the project was raised after TYNC young journalists interviewed professionals that were the highest in their fields. These interviews served to heighten the profile of the TV program through coverage received on local and national newspapers, TV news coverage and of course the TYNC program itself.

The program was becoming so successful that in 2001, the Ministry of Education substantially increased its funding and in 2003 another 20 TYNC were established in schools across the nation, over and above the original 12. UNICEF and its partners now support a total of 32 TYNC in provinces throughout the country.

TYNC members participated in the 2002 Youth Parliament, a government run initiative, and voiced their opinions and concerns relating to the Thai media to the Prime Minister, himself. In response, the Prime Minister promised that he would address the government's media policies on and programs for c/yp. Recently an announcement was made that as of 2004 new legislation on these areas will be enacted. This includes the Child Protection Act [a step-by-step implementation of the CRC] and a new policy on media programming that stipulates that 10-15% of prime-time radio and TV must be devoted to quality programs for c/yp and families. Thus, the Prime Minister made good on his promise.

Choosing Participants

Secondary school students become members of the TYNC operating at their school voluntarily. Some of those volunteers are then selected on the basis of their willingness and ability to take on specific roles such as co-ordinator, news reporter, cameraman, copy editor, production manager, production assistant etc. Usually, the participants chosen have previously been involved in other extra-curricular activities involving media skills such as writing classes or the school newspaper. Each TYNC has around 30 members and each member has a specific role or "job". Presently, there is a total of 1,000 members of TYNC nation-wide. These students come from a range of ages [though the average age is 16], genders and ethnicity's, generally reflecting the schools make-up.

Training and Equipment

Teacher facilitators, along with the TYNC members participate in two training sessions. Firstly they attend an orientation session on child rights and secondly training on video and news production that the MOE, NCCYD and Luck kid. Co. organises with UNICEF assistance. Further details on the specifics of these training sessions could not be provided.

UNICEF Thailand has supplied digital video cameras to all participating schools, as well as funding for the training sessions on child rights and on video and news production. UNICEF Thailand also helps the TYNCs link with national and sub-national media partners for training, postproduction and the broadcasting of the young people's productions.

Each participating school is expected to provide a venue for TYNC meetings and productions. The room is almost always conspicuously labelled with a colourful red, blue and yellow TYNC logo.

Adult Facilitators

As this is a collaborative project with the MOE, the school administration assigns a teacher advisor on the basis of his/her interest, relevant technical background and capacity in guiding media work. These teachers work closely with the TYNC members giving advise when asked for and processing the formalities such as talking to the principal, contacting a venue or person that the young people want to film or interview and preparing transportation for on-location shoots. The teachers help when help is asked for but otherwise leave the production of the show to the young people.

The Participation of Young People

TYNC members set regular meetings at school, usually once or twice a week. At these meetings the young people decide on topics and hand out jobs.

The rules that govern the meetings are decided upon early through verbal agreement between the teacher facilitator and the participants, these rules usually govern operational and ethical boundaries. In addition to these regular meetings TYNC members sometimes interact during their free time, even on weekends.

Stages of the Production Process

The participants make all the decisions regarding the topics and issues covered by their TYNC. However, this often depends on the prevailing child related issues as well as important social, political, cultural and economic events in the community or province at the time. Choosing the stories usually involves the young people finding and investigating a topic of their choice. While the topic may be anything they like, the young person must have a valid reason for choosing it as decisions are made on TYNC group consensus. If there is not group consensus, the desired topic must be dropped or more information must be gathered in order to convince the group of the story's relevance.

As was mentioned earlier, the TYNC do all the production work that goes into making a news item.

It is done in a similar manner to KNN. Production is as follows:

- q A brainstorming session on story ideas with all TYNC members.
- q This is followed by research on the story: who, what, why, where, when must be answered.
- q Assigned members then look for subjects interview and interview them on camera
- q A script is written.
- q The camerawork is completed.
- q Narration is done.
- q Most TYNC edit his or her own news stories using the schools equipment. However, some more poorly equipped schools outsource the editing to a video production house.
- q The segment is sent into Luck Kid Co. that co-ordinates the broadcasting.

Evaluations and Assessments

UNICEF Thailand and its project partners make field visits to TYNCs throughout the year. During these visits they hear comments, suggestions and requests from the TYNC members and offer them feedback. Moreover, every November UNICEF Thailand conducts its annual "Field Work Review". This is a time when representative TYNC members, from each school, can share their thoughts, even grievances with the UNICEF staff members. During the 2003 annual review, UNICEF Thailand invited each representative to write down in Thai or English their most memorable experience in TYNC work, their difficulties and frustrations, and their wishes. These were filed with UNICEF Thailand and formed the basis for the 2004 annual project plan for TYNC assistance.

Insights and Benefits

Since UNICEF Thailand's partnership inception with the TYNC in 1998, they have learnt the following from the project:

- q Youth are full of wisdom, talent, energy, and creativity beyond most adults' imagination and expectation. Given the opportunity, training (imparting

appropriate knowledge and skills), positive environment and moral and material support, and adult guidance when needed, they can perform and achieve wonders.

- q Unlike adults, children and youth have no political or commercial interests, which makes it easy for them to network and collaborate among themselves.
- q Because of the positive ripples being created by c/yp participation, adults are becoming more attentive and appreciative of children's voices and concerns. As a concrete example, some of Thailand's new laws and policies are in response to the children's voices and opinions.
- q The Government now more than ever, recognizes children's viewpoints as manifested in the involvement of c/yp in the process of preparing Thailand's second report on CRC and in the preparation of the national Plan of Action for Children.

It is clear that the show has helped create a more enabling environment for further c/yp participation in the media and in other aspects of society.

Challenges and Lessons Learnt

One of the most common challenges that TYNC members face is the lack of support from some teachers and school administrations. The most common complaint from these parties is that TYNC work takes up too much of a students' time and interferes with his or her studies. While this may be true for a few members, on the whole TYNC members are responsible in balancing their school work and media work.

Not surprisingly, TYNC have been more successful when schools and participants' families are supportive and enthusiastic about the project. It was observed that the more successful and productive TYNCs are those where headmasters and teacher advisers give their full moral support. It was also found that the more support they had from their school, the more likely it was that their community, the parent teachers association, local officials, the local media also support them and take them seriously. It is the opposite for those TYNC that are left to fend for themselves. Presently, TYNC is not part of the secondary school curricular and it is not clear if there is future possibility for this.

Other problems include funds. UNICEF Thailand cannot provide all of the funds for this project. Fortunately, the Thai Health Promotion Fund stepped in with much needed financial assistance.

For efficiency and sustainability, it is recommended that a national co-ordinating committee be set up by the MOE to guide TYNC operations and similar initiatives in areas of planning, implementation, management and co-ordination, monitoring and evaluation.

ICDB Thailand

The young people of the TYNC were the centerpiece of the ICDB Thailand 2003 as they had been in 2002 and 2001.

The topic for ICDB Thailand for 2003 was *"Our Hero. Our Role Model"* and as such eight participating TYNC schools voted on their schools hero. The heroes chosen included: a teacher, a monk, a policeman, a disabled celebrity, a poor and disabled student, and the Prime Minister of Thailand.

The members of the eight TYNCs produced video scoops on their hero, one for the hero of each school. The young people produced the scoops in a similar way they produce the regular TYNC show. That is - they did everything, including interviewing their heroes and all of the camera work for this TV special. One school did in fact get the opportunity to interview the Prime Minister. Three hours of TV airtime was dedicated by Channel 11 from 2pm - 5pm to the TYNC productions.

A press conference to launch ICDB put in the limelight some of the members of the TYNC who not only participated in the launch but also hosted it. The Head of the PRD, UNICEF Thailand representatives and representatives from Radio Thailand and Channel 11 gave speeches on c/yp media programming at this event. But perhaps the most interesting speech was from the TYNC participant who outlined why the chosen hero's meant so much to young people. Other TYNC members filmed and took photos of the event for a future news story. They even composed and sang a song called "My Hero" that became the theme song for ICDB in Thailand.

TYNC Members Comment on their Participation in the Media⁶⁵

"Its terrific to have a chance to participate as it not only benefits myself but for the nation as well. The difference is, having the opportunity to participate enables me to change things in society which others do not have the opportunity to do." Dourangrat Roumporn 17

"We have gained knowledge in making news, have accessed outstanding ability and I have showed my special talent in playing guitar." Saravut Kornprasert, 16

From being a TYNC member I get a "feeling of confidence in having the chance to make news, to learn and receive opportunities to participate and join the press as if I'm a reporter. I feel that adults give no opportunities in for us to perform our capabilities." Unrainan DOUNGCHAWHA, 16

From being a TYNC member "I gain experience, in braveness and how to act. We get the opportunity to do something that others wish to do but cannot." Siriness Thipsreenimitr, 16

"I have gained a lot of tremendous things from TYNC i.e. meeting important people such as the Prime Minister. In the future I wish to make news on children who are far away from big cities to know their well-being." Theerayut Aumaree, 16

"The difference from ordinary youth, youth cannot express their feelings towards an important person at special events - but we can, as we participate." Pornpimol Phookphan, 15

When asked *"What do you think can be done to improve the participation of children in the media?"* The majority of the c/yp replied that the participation of more c/yp like them, would improve the participation of c/yp in the media.

Observations and Comments

⁶⁵ Some of the grammar/words have been altered for readability- original survey's can be found in the Appendices, Section XIV

TYNC has been highlighted in this report to show the lasting benefits that "genuine and effective" participation in the media can have. TYNCs have been very successful in fulfilling many of the benefits of young people's participation in the media. This has included: education for hundreds of thousands of viewers, creating an enabling society for the further participation of c/yp, expanding the project for the personal benefit of more and more young people, advocating MTSP priorities and strengthening partnerships, especially with young people.

This project has been so successful partly because of the many partnerships it enjoys with various government, non-government and media organisations. Its most important partnership is with the government. Through this partnership TYNC enjoys vital links with the MOE, the PRD, Radio Thailand and importantly Channel 11, its primary broadcaster. The project continues to grow in recognition and success due to the strength of its many partnerships and the dedication of its members.

Since its inception in 1998, TYNC have helped to create "a more enabling environment" for c/yp to participate in Thai society. This is what is hoped of KNN and other similar initiatives in other countries in the region. Not only has Thai society been accepting of the show itself, evidenced by the fact it has been running for at least 5 years, TYNC membership has almost tripled in size to over 1,000 members and has been a catalyst for new legislation. This legislation includes incorporating c/yp voices into The Child Protection Act and the new legislation for more educational and quality programs for children on radio and TV during primetime.

Another contributing factor to the wide spread recognition and support for the TYNCs is their involvement in other initiatives such as the Youth Parliament and ICDB. This has two advantages, firstly it raises the profile of the TYNCs and young peoples participation and secondly it allows for extra coverage on the event by the TYNCs themselves and gives the mainstream media another angle for a story.

Finally, this project was chosen for its "genuine and effective" participation. I will not labour the point, as a similar case has been forwarded for KNN. However, it is important to emphasise that the projects success has been due to the young people, who were given the chance to take control, learn skills and blossom. It has proven that this kind of participation is not just possible, but necessary.

Note that the TYNCs are not the only young people's participation in the media initiative in Thailand. A radio project called Child Wave Radio Thailand and a project involving young people broadcasting live over the Internet called Thailandkid.com are underway. Unfortunately, these projects were not able to be included in this report.

SECTION XII

Issues and Challenges

This report has endeavoured to provide useful information regarding the range of programs initiated across the EAPR in support of UNICEF's efforts to provide "genuine and effective" young people's participation in the media. Throughout the report observations and comments have been made to aid understanding as to how particular projects have been able to embrace the concept of "participation". There are a number of key issues that come through and are briefly highlighted in this section as being issues and challenges to participation in the media in this region.

Tokenism

Tokenism occurs when c/yp seem to "have a voice", but do not actually have, or have very limited, input into decision making.⁶⁶ In most of the projects referred to in this report, it was clear that the young people did not have a say in the planning, method and implementation of the project but commenced "participating" upon the project's inception. Input from young people regarding their feelings and ideas on the project in the planning stages may help the participants feel more ownership over the project, encourage a greater level of commitment and involvement and could lead to a project design more congruent with their particular lifestyles and genuine concerns.

On the basis of the information provided it was also evident that some of the EAPR projects lacked "genuine and effective" participation. While it may be understandable that young people could not participate, for one reason or another, in the technical aspects of a production, there should be greater provision in planning to allow young people a greater say in shaping and establishing the topic areas and questions which are used as the basis of the programs. As an "in principal" observation, it should be unacceptable that adults set the agenda for programs that go to air which are based on adults designating narrow topics for discussion or even "outlining" questions without "genuine" input from young people. This kind of practice can mislead the audience into thinking that the young people are actually "speaking their mind" and, at its

⁶⁶ Article 12 *Supra* note 1 p 76

worst, can be used by adults to shape public opinion and promote adult goals and not the goals of young people.

How to overcome "tokenism" and ensure "genuine and effective" participation will continue to be a challenge for UNICEF until adults learn to trust the capabilities of young people in this area and realise its benefits.

Cultural Acceptance

In some cases, Country Office responses made it clear that cultural traditions or customs made it more difficult for young people to participate in the media. It is one thing to allow young people to participate in society through youth parliaments or even as delegates to high level UN meetings, it is another thing to allow young people to be in control of a TV or radio program. Young people in many cultures in the region are traditionally "seen not heard". They follow the directions of their elders and are not encouraged to "speak out" in many situations including within their families and at school. For these young people to then be given control of such a powerful medium is a great adjustment, especially it seems for the adults.

Clearly, UNICEF projects being applied in particular cultures and countries with long established traditions and norms do need to be sensitive to those conditions, and implemented and applied at a pace which gains local acceptance and ownership. This will vary from country to country in the region.

In a number of projects, specifically KNN and TYNC, the Country Offices talked of needing to create a more "enabling environment". That is, having greater understanding and support by adults in their communities, especially parents and teachers. Presently, all of the aforementioned projects are not included as part of the school curriculum and this fact can be a strain on the participants. This has meant that in some cases the participants do not get due credit by parents and teachers for the work that they are doing.

One possible step to help overcome this is a more assertive effort, as appropriate, to link such projects with the Ministry for Education in the respective countries. This would help in the creation of a more "enabling environment". Another method of generating this kind of support is through the high visibility of the young people themselves, allowing those adults to see for themselves young people's potential and capabilities.

Experienced Young People in the Media

In highly visible media programming, it is often a high achieving student or a young person with a wealth of media experience that is typically chosen.

In the case of high academic achievers the accessibility of schools is one factor that often makes this more likely, especially when it is left to the teachers, school personnel or partner organisations to choose the participants. This could lead to the exclusion of young people who are unable, for a variety of reasons, to attend school and those who may be very talented but are not exceptional students.

It is clear that using experienced young people in media has its advantages. However, it has been found that young people with little or no media experience can be trained quickly in media skills and techniques through short workshops and are valuable members of the team.⁶⁷ Thus, limiting the scope to those with previous media experience prevents the majority of young people from participating and especially excludes those young people from disadvantaged families.

ICDB

Surprisingly, it was found that most of the listed projects did not or could not incorporate ICDB into their planning. A few reasons were given, such as a project still being in its infancy or stations being unable to designate the time. However, most of the time the reason remains unclear. ICDB encourages broadcasters to allow c/yp to participate in the programming process. Perhaps more efforts should be made to incorporate some of these existing activities into the day itself in order to promote young people's participation in the media, create a more enabling environment and allow their voices to be heard.

Lack of Funds

Almost every project listed in this report said that attaining enough sustainable funding was a challenge.

Final Comment

As outlined through this entire report, allowing the participation of young people in the media is not only a right laid out in the CRC but also has many advantages for the young people themselves and for their communities. There are many different ways to incorporate young people's participation in the media and only a few of them have been outlined in this report. It is hoped that this paper will help inspire the development of many more of these projects.

⁶⁷ For a good example of this see KNN in Section XI

SECTION XIII

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