

## INTERNATIONAL CHILDREN'S DAY OF BROADCASTING



### Fact Sheet for Media in Malaysia

#### What is International Children's Day of Broadcasting?

The International Children's Day of Broadcasting (ICDB) is a day when broadcasters around the world tune in to Kids. Broadcasters are invited to:

- Air quality programming for and about children.
- Celebrate the ways that children are special and unique
- Give children and young people the chance to become directly involved with television and radio – as reporters, presenters and producers of programmes that express their own dreams and concerns.
- Help children learn and tell other children, and adults, about how to help build a protective environment in their community.

#### Why Television and Radio?

- Television and radio play a vital role in raising awareness of global issues.
- Television and radio also play a tremendous and very critical role in shaping children's lives.
- Television and radio can become meaningful, positive media experiences for children and young people.

#### When is it celebrated?

ICDB is celebrated on the second Sunday in December each year by countless broadcasters and children around the globe. For 2007, ICDB is celebrated on Sunday, 9 December.

#### What is this year's theme?

The World We Want: A World Fit for Children

#### Useful Links

**International Children's Day of Broadcasting**

[www.unicef.org/videoaudio/video\\_icdb.html](http://www.unicef.org/videoaudio/video_icdb.html)

**A World Fit For Children**

<http://www.unicef.org/specialsession/wffc/>

**MAGIC**

[www.unicef.org/magic](http://www.unicef.org/magic).

Media Activities and Good Ideas by, with and for Children, or MAGIC, is a comprehensive, international resource of information, advice and best practices on children and media.