

INTERNATIONAL CHILDREN'S DAY OF BROADCASTING



What broadcasters can do

Ideas for broadcasters

Throughout the years, the world largest broadcast campaign for children – International Children's Day for Broadcasting (ICDB) – has produced some of the most creative children's programmes. Here are some great examples of what broadcasters can do to encourage everyone to participate on this special occasion, and to make a lasting difference.

Radio and Television Spots

- Create short spots to announce ICDB.
- Air the spots during program breaks to remind audiences of the event.
- Involve children in the production of the spots as writers, producers and on-air talent.

News and Magazine Programs

- Feature children's perspective on the daily news. Prepare stories involving children in the station's regular newscasts.
- Create children's news bulletins and magazine programs targeting younger audiences. Give children a voice in selecting the topics to be covered.
- Involve children and young people as reporters and presenters. Combine field reporting and studio interviews.
- Highlight particular problems facing children in the community and illustrate how children and adults are working together to create positive change.
- Establish a hotline to help connect children and families with community groups and social services.

Use Children's Art & Talents on Air

- Support children's creative expression on air. Schools can be enlisted to encourage children to draw pictures, write stories and perform during the day on selected themes.
- Encourage young people to take part as radio DJs for the day.
- Broadcasters and audiences can award prizes for outstanding talent.

Television and Radio Documentaries

- A half-hour or an hour documentary on a single topic is a powerful tool for telling children's stories in greater depth and exploring their realities in their own words.
- Profile groups in your community who focus on children and show how they are making a difference in the community.
- Produce stories about children at risk and projects working for positive change in their lives. (Attached please find a copy of the Principles and guidelines for the ethical reporting on children and young people under 18 years old).
- Record a day in the life of a child, capturing the child's hopes, fears and dreams.
- Focus on girls' situation whenever possible – their stories need to be told.
- Put the cameras and microphones in the hands of children.

Program an Entire Day for / and with Children and Young People

- Broadcasters in a wide range of countries including Canada, Finland, Morocco, Brazil and Mongolia have all devoted large blocks of airtime to children. This provides a great opportunity to:
 - ▶ Develop your brand identity as a child and family friendly network
 - ▶ Strengthen your relationship with educators, parents and leaders
 - ▶ Build a new generation of committed viewers and listeners.

For more information, please visit http://www.unicef.org/videoaudio/video_icdb.html