

What young people are saying... Priorities, actions, youth participation

Following is an overview of what young people on Voices of Youth feel are the priority issues for discussion, consideration and action at the 4th World Summit on Media

Key messages to communicate at the Summit

- Young people can help build quality media if they are included, consulted and listened to
- Media professionals need to consider the consequences and impact of their programming on children and adolescents

Media Priorities

1. *Edutainment*: A balance of education and entertainment is critical for youth programming
2. *Information*: Media should be the resource for real world issues
3. *Positive influence*: The media has a huge impact on young people, it should use it to make positive change

Priorities for discussion at the 4WMSCA

1. *Regulation*:
 - Rights: What type of rights we have in our countries to “control” the media content.
 - Governments: Which government organizations are in charge of regulating the media? How can we approach them? Are they working well?
 - Regulators: What other organs can be created to help keep watch on the medias quality?
2. *Impact*:
 - Development: How can media best contribute to national development and the dissemination of information and education. How can media itself be supported so it can grow and develop and have a positive impact?
 - Awareness: In what ways can the media most effectively help spread messages and raise awareness and issues such as HIV and AIDS, child violence, exploitation and drug use?
3. *Youth participation*
 - Inclusion: What mechanisms need to be in put in place for young people to be consulted and included in decision making and production? What is the best way for young people to make an impact?
 - Impact: Young people can help build quality media, but where is their entry point?

UNICEF’s interactive websites, Voices of Youth (www.unicef.org/voy/) and MAGIC (www.unicef.org/magic/), jointly hosted four weeks of e-discussions for young people globally in preparation for the 4th World Summit on Media. This is the summary of what was discussed.