



GLOBAL SUMMIT ON MEDIA FOR CHILDREN
9 – 11 December, 2020
The Pullman Central Park, Jakarta

DIVERSE MEDIA FOR DIVERSE CHILDREN

The Asia-Pacific welcomes the Global Summit on Media for Children

SUMMIT PROGRAM

09 DECEMBER DAY 1		WORKSHOPS
08:00 – 09:00		REGISTRATION
09:00 – 12:30		Workshop 1 – 3
LUNCH		
14:00 – 17:00		Workshop 4 – 7
EVENING		WELCOME COCKTAIL

10 DECEMBER DAY 2		GSMC OPENS
09:00 – 09:30	OPENING CEREMONY	
	Host Welcome: President Director, TVRI ABU Welcome: Secretary-General WSMCF Welcome: Patricia Edgar, Founder	
09:30 – 09:45	Opening Address Adrian Mills Chair, WSMC Foundation, Children’s Media – an endangered species? With declining audiences, and increased competition for attention as children and young people turn away from our industry, Adrian Mills argues that the current assumptions underpinning the creation and provision of media for children are no longer fit for purpose. Outdated, tired and overtaken by new players providing exhilarating new content on brand new platforms, the traditional children’s media industry has never been more marginalised, and at risk of extinction. In this deliberately provocative keynote, Mills sets out a challenge for the children’s industry and others – to radically reinvent ourselves or go the way of the dinosaurs and step aside to make way for a new species. The choice is ours to make.	
09:45 – 10:15	Coffee Break	
10:15 – 11:15 SESSION 1	Expert Panel Moderator: Patricia Edgar, Honorary President, WSMCF Reinventing ourselves for future generations The Expert Panel aims to explore examples of innovative projects on new platforms that are being created around the world for today’s children and discuss the potential digital media provides for children’s education and development.	
11:15 – 11:45 Showcase	Teen Programming Success stories	
11:45 – 12:30 SESSION 2	Youth participation in media creation What kids are doing with media	
12:30 – 14:00	Lunch Break and Exhibition Visit	
14:00 – 15:00 SESSION 3	Children’s Media and Broadcasting – are they still compatible? The digital revolution has given children unprecedented access to media and platforms. As Children’s Media proliferates on those platforms, are the broadcasters still able to attract the young audiences and retain their position and authority in this space?	
15:00 – 15:15	TVRI Children’s Showcase	



15:15 – 15:45	Coffee Break
15:45 – 16:15 Showcase	The YouTube Generation YouTube's success in penetrating the global children's media market.
16:15 – 17:15 SESSION 4	Growing Local Success Stories We hear from some of Asia-Pacific's successful children's crossover programs
17:15 – 17:30 Showcase	Kids in Science
17:30	Summary of Day 2 & Preview of Day 3
EVENING	GALA DINNER
DAY 3 11 DECEMBER	
09:00 – 09:05	Housekeeping & Intro to Day 3
09:05 – 09:20 Showcase	Children's Media Showcase – Prix Jeunesse The theme of the Prix Jeunesse for 2020 was "Listen to Kids TV: The Power of Sound". This Showcase looks at some of the best and most innovative children's programs from the 2020 festival.
09:20 – 10:10 SESSION 5	Still going strong: Programs that have endured over the years. In this panel we examine international and local enduring success stories successful children's programs that have lasted the test of time and try to identify why have they been successful and what qualities they have that make them so long-lasting and loved by succeeding generations.
10:10-10:30 Showcase	Children's Programming Success Story
10:30 – 11:00	Coffee Break
11:00 – 11:45 SESSION 5	Content for the classroom: The intersection of media and education. This session brings together career educators with practical experience in the classroom (real and virtual) and those with expertise in educational policy-making to discuss what media content they currently use, what works and what doesn't and what they would like to see in future.
11:45 – 12:30 SESSION 6	Youth Perspective: A panel of young people tell us what media they use and why. We bring together of panel of articulate and energetic young people

	from around the world to tell us what media they and their generation use and why, what they like and dislike and what they want more of. And they will tell us where we go wrong and what we can do better.
12:30 – 14:00	Lunch Break and Exhibitions Visit
14:00 – 14:30 Showcase	Children’s Media Showcase: Kids Audio
14:30 – 15:15 SESSION 7	Because it’s right: Communicating the principles and practice of Children’s Rights. Most of us agree with the UN Convention on the Rights of the Child but how do we put them into practice in our own country? A panel of experts look at programming aimed at educating adults on the rights of the child as well as content aimed at informing children in age-appropriate ways on what rights they themselves have and how they can respond if someone tries to violate their rights.
15:15 – 15:45	Coffee Break
15:45 – 16:30 SESSION 8	Teaching Kids the Truth: Media Literacy for Children In a world where even national leaders play fast-and-loose with truth, what responsibilities do the media have in helping children understand the differences between facts and fiction, what role can we in the media play?
16:30 – 16:50 Showcase	Industry Showcase: Media Literacy in practice
16:50 – 17:30 CLOSING SESSION	Where to from here: Wrap-up session moderated by experts encouraging participants to share their ideas and perspectives on the way forward for children’s programming.
17:30 – 18:00	CONFERENCE CLOSE <ul style="list-style-type: none"> • Report on the conference • Handover to Next Summit • Closing remarks