



**GLOBAL SUMMIT ON MEDIA FOR CHILDREN**  
**6 – 8 July, 2020**  
**The Pullman Central Park, Jakarta**

**DIVERSE MEDIA FOR DIVERSE CHILDREN**

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

**SUMMIT PROGRAM**

<b>06 JULY</b>	
<b>DAY 1</b>	
<b>WORKSHOPS</b>	
<b>08:00 – 09:00</b>	<b>REGISTRATION</b>
<b>09:00 – 12:30</b>	<b>Workshop 1 – 3</b>
<b>LUNCH</b>	
<b>14:00 – 17:00</b>	<b>Workshop 4 – 7</b>
<b>EVENING</b>	<b>WELCOME COCKTAIL</b>

<b>07 JULY DAY 2</b>		<b>GSMC OPENS</b>
09:00 – 09:30	<b>OPENING CEREMONY</b>	
	<b>Host Welcome: President Director, TVRI</b> <b>ABU Welcome: Secretary-General</b> <b>WSMCF Welcome: Patricia Edgar, Founder</b>	
09:30 – 09:45	<b>Opening Address</b> <b>Adrian Mills</b> Chair, WSMC Foundation, <b>Children’s Media – an endangered species?</b> 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 Outdated, tired and overtaken by new players providing exhilarating new content on brand new platforms, the traditional children’s media industry has never been more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	<b>Coffee Break</b>	
10:15 – 11:15 <b>SESSION 1</b>	<b>Expert Panel</b> <b>Moderator: Patricia Edgar, Honorary President, WSMCF</b> <b>Reinventing ourselves for future generations</b> 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 <b>Showcase</b>	<b>Teen Programming Success stories</b>	
11:45 – 12:30 <b>SESSION 2</b>	<b>Youth participation in media creation</b> <b>What kids are doing with media</b>	
12:30 – 14:00	<b>Lunch Break and Exhibition Visit</b>	
14:00 – 15:00 <b>SESSION 3</b>	<b>Children’s Media and Broadcasting – are they still compatible?</b> 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	<b>TVRI Children’s Showcase</b>	
15:15 – 15:45	<b>Coffee Break</b>	

15:45 – 16:15 <b>Showcase</b>	<b>The YouTube Generation</b> YouTube’s success in penetrating the global children’s media market.
16:15 – 17:15 <b>SESSION 4</b>	<b>Growing Local Success Stories</b> We hear from some of Asia-Pacific’s successful children’s crossover programs
17:15 – 17:30 <b>Showcase</b>	<b>Kids in Science</b>
17:30	<b>Summary of Day 2 &amp; Preview of Day 3</b>
<b>EVENING</b>	<b>GALA DINNER</b>
<b>DAY 3</b>	
<b>08 July</b>	
09:00 – 09:05	<b>Housekeeping &amp; Intro to Day 3</b>
09:05 – 09:20 <b>Showcase</b>	<b>Children’s Media Showcase – Prix Jeunesse</b> 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 <b>SESSION 5</b>	<b>Still going strong: Programs that have endured over the years.</b> Most of us know internationally successful children’s programs such as Sesame Street and Play School that have lasted the test of time with many generations of children and young people. Panellists examine international and local enduring success stories 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 <b>Showcase</b>	<b>Children’s Programming Success Story</b>
10:30 – 11:00	<b>Coffee Break</b>
11:00 – 11:45 <b>SESSION 5</b>	<b>Content for the classroom: The intersection of media and education.</b> 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 <b>SESSION 6</b>	<b>Youth Perspective: A panel of young people tell us what media they use and why.</b> 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	<b>Lunch Break and Exhibitions Visit</b>

14:00 – 14:30 Showcase	<b>Children’s Media Showcase: Kids Audio</b>
14:30 – 15:15 <b>SESSION 7</b>	<b>Because it’s right: Communicating the principles and practice of Children’s Rights.</b> 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	<b>Coffee Break</b>
15:45 – 16:30 <b>SESSION 8</b>	<b>Teaching Kids the Truth: Media Literacy for Children</b> 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	<b>Industry Showcase: Media Literacy in practice</b>
16:50 – 17:30 <b>CLOSING SESSION</b>	<b>Where to from here:</b> 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	<b>CONFERENCE CLOSE</b> <ul style="list-style-type: none"> <li>• Report on the conference</li> <li>• Handover to Next Summit</li> <li>• Closing remarks</li> </ul>