



# CHILDREN'S MEDIA

*Empowering Children with Media Skills*

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Founder Director



# Once upon a time...

Children were the most photographed but least listened to people in society.

Media had news and articles about children .

At the end of each day children never had a say in anything that affected them.

This gave us and children an idea of having their own Media

# HOW DID WE BEGIN

Children sought information from mainstream newspapers  
movies, TV serials and other sources on their own .



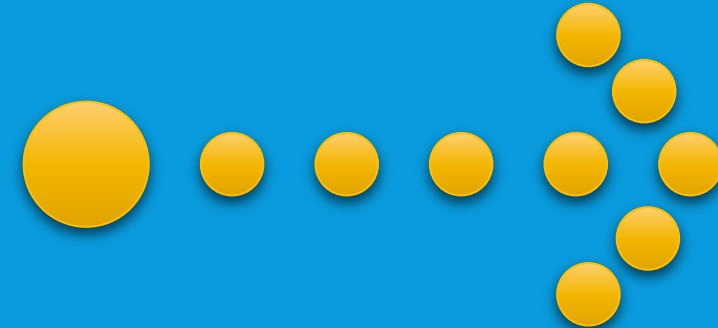
We all agreed to read newspapers, watch movies  
and TV serials together and analyse.



Children had their own perspectives which led to  
creation of a media centre.



**Children's  
Media**



# HOW DID WE BEGIN

*Contd..*

Children are given a rigorous training on journalism, its guiding principles, ethics.....

Facilitated to publish their own newspaper, produce radio programs, digital stories and theatre to highlight their issues & concerns which are neglected by the mainstream media.



# OBJECTIVES OF THE CHILDREN'S MEDIA PROGRAM

1. To provide children a platform to communicate to general public.
2. To equip them with the theory and practicum on media
3. And make them self-confident to articulate / express their own ideas, perspectives to the general public.
4. A tool for life skill education and path way to become future mainstream journalist.

# HOW CHILDREN'S MEDIA IS DIFFERENT

- Helps children to become aware of happenings in the world and respond appropriately with their views and perspectives.
- A tool for children to monitor the situation of children's rights in their region/country, to tell their story and bridge the gap between adults' and children's perception.

# WHY NEWSPAPER AND RADIO

- Newspaper carries a lot of weight as it is a written word and children feel that they are being read and recognised.
- Radio is one of the most powerful medium which is affordable, easily accessible to many (even India's Prime Minister uses this medium).



# CHILDREN'S VOICE

*"Newspapers are a gentle way to make the world understand us"*

# CHILDREN LEAD IT.. (*who can be a better spokesperson for children than children themselves*)

- The Newspaper and Radio programme is managed by children as they research, read, interview and write their columns in their newspapers after rigorous training.
- For Radio, they discuss and select *a theme* per week, research, develop *a script* and interview children and experts on the subject and record to be aired live.





# AND IT COMES...



ON AIR

Butterflies Broadcasting Children  
A Butterflies Initiative

Presents

**"Bachon Ki Nazar Se"**  
(Through the Eyes of a Child)

Every Thursday, 4:45 pm  
on

**AIR FM Rainbow Delhi (102.6 MHz)**

A Radio Programme by Children

To tell their story and bridge the gap between adults' and children's perception and make this world a happier, friendlier and safer place for children.

If you are between 9-16 years old, we welcome you to be a part of this programme as our radio journalist.

All you need to do is to just pick up the phone and call us on this number

**+91-9870168989**

Butterflies Broadcasting Children Co. Butterflies  
U-4 Green Park Extension, New Delhi-110016  
E-mail: [childrenmedia@butterfliesindia.org](mailto:childrenmedia@butterfliesindia.org)  
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Butterflies  
Creating and Empowering Children Since 1980



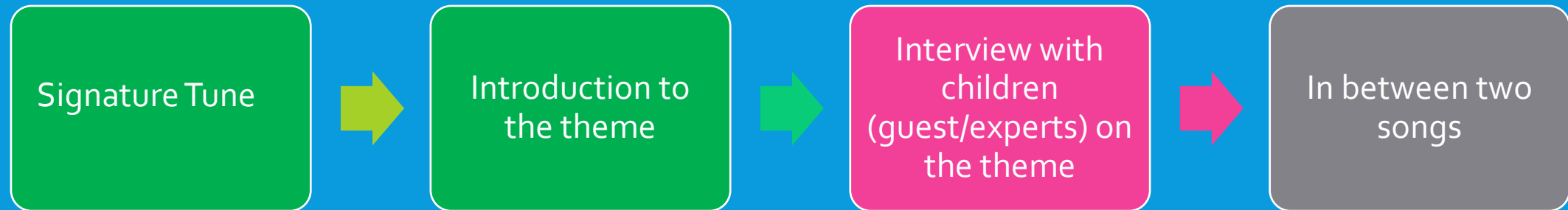
## Street Theatre

## Butterflies Broadcasting Children (BBC)

The Child Reporter International & Delhi Children's Times

# Format of the radio programme

## *"Through the eyes of a child"*

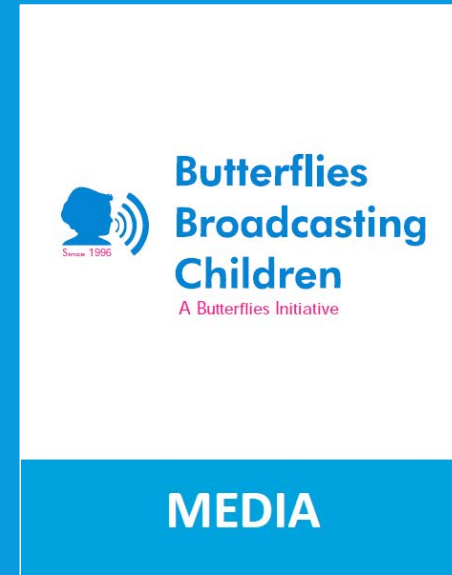


One Radio Podcast

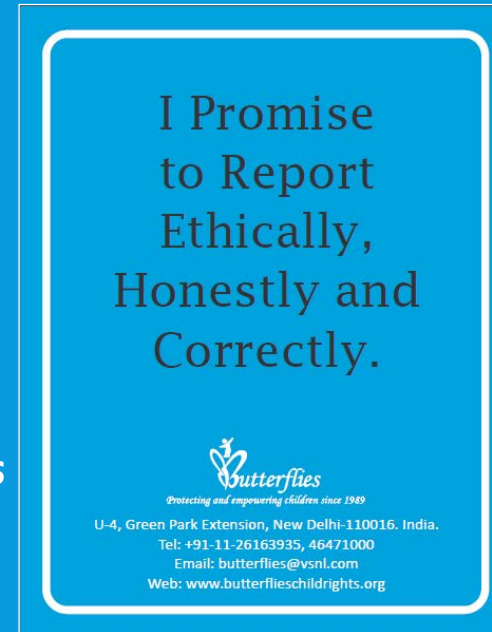
# ISSUES THEY COVER

Children speak on issues that affect them like education, water and sanitation, child abuse, child labour, environment, gender & sexuality, nutrition etc..

They also speak about issues that affect general public e.g. farmers, wages of workers, medical care, prices.



ID Cards for Child Journalists





# IMPACT

- Children own the newspaper (e. g. *Ladakh* children mountain snow).
- Children became more analytical and observant of their communities.
- Once circulated to Government officials of Education department, they eagerly awaited for the newspaper.
- It has taught children democratic participation.
- Effective medium of advocacy by children

# IN SUMMARY

**Butterflies children's media is an alternate media program to educate children on -**

- Journalistic skills - a life skill education to analyse news, issues and express themselves through the print and electronic media
- The Media Centre has Radio .... Butterflies Broadcasting Children, News Paper --- Delhi Children's Times and Child Reporters International, Digital Storytelling Theatre.

# *Danke! Dhanyawad! Shukriya! Thank you!*

