CHILDREN'S MEDIA

Empowering Children with Media Skills

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Butterflies
Protecting and empowering children since 1989
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 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).
“Newspapers are a gentle way to make the world understand us”
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…

Butterflies Broadcasting Children (BBC)

Street Theatre

The Child Reporter International & Delhi Children’s Times
Format of the radio programme
“Through the eyes of a child”

Signature Tune
Introduction to the theme
Interview with children (guest/experts) on the theme
In between two songs

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.
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
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

Danke! Dhanyawad! Shukriya! Thank you!