

How do young people get their news?



Paris - February 16, 2007

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Young People's Media Network In Europe & Central Asia

- Started by UNICEF in 2002
- Main aim: to strengthen the participation of children and young people in the media
- Europe & Central Asia not a homogenous region
- Personal observation: Interest in news is higher in Eastern Europe than in Western Europe

UNICEF & youth media

- Launched MAGIC in 2002

- www.unicef.org/magic



- Integration of MAGIC in VOY (since 2006)

- Main focus on video work, e.g. OneMinutesJr videos, where children tell their stories – now global

theoneminutesJr.

Media use of children in Nepal

Main findings:

- High use of print materials / newspapers
- Radio not as popular as TV
- TV high, but mainly for entertainment
- Video high, but only for entertainment
- Internet not so high, but longer (especially at night)
- Internet used for communication more than for news

Most popular media in Nepal (children)

Table 28: Most popular media among children

Media	Respondent using media for 7 days in a week (%)	Prominent reason to use
Television	62.7	For entertainment
FM/Radio	47.8	For entertainment
Paper/Magazine	32	To read news
Video	4.5	For entertainment
Internet	3.0	For communication

Source: Field Survey, 2005

Access is very important

Table 29: Place to access paper/magazine

Place	Frequency	Percentage
Home	42	67.8
Friend	3	4.8
School	11	17.7
Shop	2	3.2
Home and school	4	6.5
Total	62	100

Source: Field Survey, 2005

Children's Internet use in Nepal

Table 49: Preferred to access

Content	Frequency	Percentage
Email/chat	18	60.00
Game	5	16.67
General Knowledge/ Information	3	10.00
To work	3	10.00
News	1	3.33
Total	30	100.00

Source: Field Survey, 2005

Situation in Africa

Example: Tanzania

- Huge access gap between cities and rural areas
- Due to financial reasons, parents make the decisions
- Newspapers take long to reach rural areas
- TV/radio are quicker, but require electricity
- Mobile telecommunications available – in principle

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Be in the know

Child rights

Millennium Development Goals

Education

HIV and AIDS

Commercial sexual exploitation

Water, environment and sanitation

Media Magic

The big picture

The Convention and media

Photo journals

Real lives

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News & trends

Resources

Links

Polls

Media Magic Digest



How good is media coverage of young people?

Are the images of young people fair? Realistic? Positive? Negative? What needs to change? Talk about what you think in the discussion forums and explore the new Media Magic pages to find out what you can do in the media!

Join the discussions on media



The 5th World Summit on Media for Children will be held in South Africa in 2007. Now is the time to make your voices heard on media and young people... What needs to change and **how**? Join the discussions!

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Check out the latest featured video!

Upcoming events



Deadline: MTV's Staying Alive Contest - Vlogit

Media Magic - Real lives

Join the discussions

New in the discussions

[TV advertising and obesity...](#)

by admin3 (2007,)

[If you could have lunch with anyone...](#)

by wombatel (17, United Kingdom of Great Britain and Northern Ireland)

[Impact media on the Youth in your country?](#)

by CastNuri (17, Malaysia)

Make a difference

Media Magic Make a Difference Contest!

[Create a one-minute video telling the world what young people think about](#)

Article 12

States Parties shall assure to the child who is capable of forming his or her own views the right to express those views freely in all matters affecting the child, the views of the child being given due weight in accordance with the age and maturity of the child.

Article 13

The child shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds, regardless of frontiers, either orally, in writing or in print, in the form of art, or through any other media of the child's choice.

979 **one**minute videos made by you(th)

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subscribe to our mailinglist:

make your own video and join the**one**minutesJr. network:

a community as well as an annual competition
for videos lasting exactly 60 seconds



we wish you
all a very good
new year!

hot news!

what's going on...



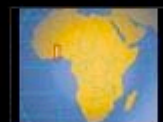
> workshop in amman, jordan

theoneminutesjr year was kicked off with the first
workshop ever in the middle east, in the ...



> 3 one minute winners at tokyo video festival!!!

for the first time, theoneminutesjr network has been
integrated in the tokyo video festival (tvf) ...



> workshop in togo

plan international started collaborating with
theoneminutesjr when they organised their first ...



> nrk starts broadcasting

the norwegian broadcasting company (nrk) joined
theoneminutesjr network in 2006, because they were
...

theoneminutesJr. top10!

watch and rate videos

1



flow

2



babytrees

3



look who's the looser
now

4



5,4,3,2,1...

5



changing cultures

6



bländaren

7




24/7(twenty-four/seven)

8



life ti me



Emilia Rangelova
theoneminutesJr.

Hello I am Emilia, we will get to know
the opinion of Bulgarians about Roma in Bulgaria.

OneMinutesJr

- very attractive format for both kids and broadcasters
- adaptable in „form and shape“
- free for use in non-commercial context
- authentic, short, „real lives“
- keeping up with technology

theoneminutesJr.



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