

In July 2008, the 17th Summer School of Media Education took part in Corvara. What were your impressions from the week?

– It was a wonderful experience, with workshops and both analytical and creative activities as well as offering an opportunity for myself to speak about the coming World Summit for children and youth in Karlstad Sweden 2010. I want to take this opportunity to thank all my Italian friends, the project management of MED, researchers, media educators and media professionals for their hospitality and I do believe that we have started a process with cooperation from now on. We already share a will between Gianna Capello and myself to take the summer school to Sweden 2010 to make it available for all!

How do you want Italian media educators and all readers of this newsletter to interact with the World Summit from now on?

– At the web site www.wskarlstad2010.se/topics.php the readers of this newsletter can present ideas for activities at the summit from now on and until September 1 2008. Login is summit2010. Already there are research projects and the summer school, and individual lectures presented from Italy, but I invite all of you now to present ideas of what you would like to share like media education projects you or someone else is doing, or ongoing research, and best practice in media, etc.

How is your organization getting ready for the 2010 Summit in Karlstad?

– First of all, we have been preparing for the event since the inspiring Rio de Janeiro summit in 2004, followed by the summit in Johannesburg 2007. Early this year, our summit was one of the founders of the United Nations Alliance of Civilizations Media Literacy Education Clearinghouse (web site address at www.wskarlstad2010.se). We have had numerous meetings in different locations globally to listen and discuss to understand the different perspectives and we are in full understanding of the respect of cultural differences that needs to be taken into consideration, best done by inviting organisations and individuals to present how they want to contribute and what they think needs to be presented in 2010.

What will the 2010 Summit's central theme be?

–We have chosen for our central theme: *Challenges in the world of young people's communication*. And we have divided this great area into five main perspectives, or strands, using as guidelines the questions following;

- Communication for change

How, from your perspective, can communication in different media support needed social change?

- Children's (young people) education and development

How can media literacy and educational media make a difference?

- Ethics and social responsibilities

In a non-regulated global media world, how in your perspective, can quality in media for children and young people improve?

- Economics, policies and laws

From a child and youth perspective, what measures and steps must be taken to meet the challenges of today's media world?

- Children and young people's digital content creation

What happens when young people are able to digitally create media content (...with core values like equity, equality, inclusion, and intercultural dialogue)?

How can today's and tomorrow's media world gain quality from young people's digital media content creation?

How can young children and youth of the world help improve global understanding in creating media content?

What kind of activities is planned?

– We plan the activities to range from key note speakers, best practice media professionals productions, researchers seminars with presentations and debate of new research studies about children, the media and well being, to youth production workshops and presentations blending with cultural experiences like music and dance and theatre, and informal meetings with opportunities to interact during coffee conferences and formal panel discussions. A book documenting participant's main contributions and key note speakers in the 2010 event is also part of the plan. The activities will be planned to fit a global Summit for educators, producers, policy makers and all professionals concerned with and by children, youth and media.

The City of Karlstad is organizing the summit but how will the fact that the main venue is at Karlstad University with Department of Media and communication studies as an arranging partner strengthen the 2010 summit?

– The venue at Karlstad University provides state of the art technology for presentations and interactivity and online resources for communication, as well as students and teachers and researchers engaging to prepare, implement and follow up on the event.

How can adolescents participate? How many teens will be involved? How are they chosen?

Young people can participate in planning, co-creating and contributing to the Summit, as well as attending in person and online. Adolescents can participate in many ways; workshops, youth production presentations, in seminars, etc. The best way to start is to contact a nearby media organisation, or school and to go to the web site www.wskarlstad2010.se and fill in the form at the starting page to make suggestions of your interests in the summit. Here you can present your ideas and what you would like to do 2008 to prepare for 2010. When you do that, you will also be added to our newsletter and this way

you can see the suggestions that other adolescents from all parts of the world have come up with, maybe to co-operate with them! There will also be an online World Summit Webzine during the 2010 event and if you are unable to come you can still publish yourself on the webzine and let others know what you are doing! It is an important contribution that you are making this way.

From your viewpoint which were the main contributions of the previous World Summits?

– The organizers of each Summit addressed the Foundation's broad objectives in a way that reflected their perspectives and comprehension of the issues they faced within their regions and given their level of development at the time. This has led to rich diversity in the nature, focus and contributions of each Summit. Bound together by a shared set of values, these diverse approaches achieved a wide range of Summit outcomes, details of which can be found in the Summit Reports on the Foundation website (linked from www.wskarlstad2010.se). In a fast-changing world, the Foundation aims to build on the strengths of each Summit, and move forward with our partners to find new and meaningful ways of addressing our objectives. The issues have changed over a 15 year period. We began by discussing television but now all forms of media for children are relevant to our objectives. Children, themselves are playing an integral role now and our concerns relate more directly to education in entertainment media and the commercialization of children's media (World Summit Foundation policy, Dr Patricia Edgar, 080302)

What are your expectations of the 2010 Summit?

– I believe that it will be a summit for 2000 delegates from 100 countries preparing with children and youth for a new media world in the 21st century. I believe that with the mobilisation, engagement and support from the international summit movement, we can together create a new format for a world conference with opportunities for networking, debate, challenge, interactivity and workshops to share perspective, experience and expertise. To raise quality in children's media, to develop media literacy education, and to embrace culture. Activities can also be prepared concurrently in different locations around the world, feeding into and interacting with the Karlstad Summit through the World Summit Daily Webzine at www.wskarlstad2010.se

– Welcome now to start your preparations for World Summit Karlstad 2010!