

**Global Youth Media Council
Press Release**

17th June 2010

For immediate release



The Global Youth Media Council (GYMC) has released **six urgent recommendations** on how to improve global media for children and young people.



The GYMC, commissioned by the **World Summit on Media for Children and Youth**, is comprised of over 20 young people aged from 13 to 24, living across the globe, with skills in politics, journalism, campaigning, youth media and law. One representative, Yorka Nicosio, 13, took four plane flights lasting a total of 36 hours and a 13 hour bus journey to be at the summit. Her father, a miner working without a proper employment contract, missed a week's wage to travel with Yorka.

"Although we all come from different countries, we all realise the media is an important tool for education, participation and giving a real voice to children and young people...we will create an action plan for individual countries and also as the global youth, to take the campaign further."

- Uma Akhter, 19, UK Youth Media Council

The **global issues** and the **recommendations**:

Limited access to the internet

- Governments, mobile operators and media multi-nationals should work together to insure free or affordable internet access in all schools and libraries across the globe.

Making sure children are safe using the internet

- Education about potential dangers on the internet should start at primary school level, including teaching rights and obligations when using the internet.

Children and young people are not involved in making decisions

- More articles should be written by children and youth in national and local newspapers.
- Every country should have a Youth Media Council.

Negative representation of children and young people in the media

- Media must adopt existing ethical guidelines on reporting on children and youth, to include a balanced representation.

Lack of media literacy

- Media education should be a part of the curriculum from an early age in every country.

Commercial interest versus social responsibility

- Only products that are linked with children's positive development should be associated with children's media.
There should be more non-commercial newspaper/radio/TV channels, funded by foundations/governments/charities.

The recommendations will be reviewed by theGYMC annually on the International Children's Day of Broadcasting.

The **recommendations** have already been endorsed by **leading media experts**:

- *"I am really impressed by the issues and recommendations that you have come up with. But I am also impressed by how quickly and how decisively young people from all around the world have been able to work together. The recommendations are really strong and there are some really good ideas that many people have been working towards for a long time so it is amazing that these recommendations have been developed in only a few days"* - **Dr Patricia Edgar, founding director of the Australian Children's Television Foundation and Founder of World Summit on Media for Children and Youth.**

- *“The Global Youth Council is of great importance: so many voices from the next generation that call for more awareness in media can not be ignored” - Ole Chavannes, Kids’ News Network.*
- *“The Global Youth Council is an exciting opportunity for the media to actually listen to young people” - Jordi Torrent, Head of the UN Alliance for Civilization, USA.*
- *“These recommendations show that global youth is not satisfied with content being made for them. It is important to have communication with young people, but, more importantly, it is important to have content directly from young people. They have to be part of the whole process - because they can do it” - Paulo Lima, Executive Director of Viracao, Brazil.*
- *“With a Global Youth Media Council, we are closer to creating media that is responsible and that actively involves youth voices” - Karen Cirillo, Executive Producer of Children’s Broadcasting Initiatives at UNICEF, New York.*
- *“I am very happy to pledge my support the Global Youth Media Council’s recommendations. I hope organisations around the world will join me. The media must learn to listen to a new generation, so we do not make the old mistakes that have lead us to economic ruin.” - Lord David Puttnam, UK Independent Film Producer and politician.*

RADIJOJO!, the first German non-commercial, non-profit radio station for children, and Kids News Network, a multinational has already pledged to implement and advocate the recommendations.

The Global Youth Media Council is urging establish media experts to pledge their support - endorsements, material, connections, etc - by visiting www.globalyouthmediacouncil.com (created in just two days especially for the summit delegates) and emailing globalyouthmediacouncil@gmail.com.

Press Contact:

07891436477

Richard emmer88@hotmail.com

Richard Lemmer

Photos, videos and music files are available.