

Press Release
10 September 2013

**ALL STAKEHOLDERS, INCLUDING CHILDREN,
ARE INVITED TO PRESENT THEIR OPINION ON
TURKEY'S FIRST CHILDREN AND MEDIA STRATEGY**

**First Draft of the Strategy Paper, the very first concrete output of
the Children and Media Action, has been finalized...**

Principal purposes of the Strategy Paper:

- **A Children-Friendly Media Setting**
- **Developing Media Literacy in Turkey**

Vision of the Strategy Paper:

“So as to develop the relations between children-media based on respect towards child and rights of the child, rendering Turkey media-literate while all the parties are aware of their responsibilities.”

Approach of the Strategy Paper:

- **A strategy based on child rights culture**
- **Children participation in the media processes**
- **Civil monitoring and control concept towards Children and Media relations**
- **A protective, authorizer, content developer and solution oriented approach**

What is to be done in 5 years?

- **Turkey Children and Media Map will be drawn**
- **Turkey Children and Media Law will be prepared**
- **Children and Media Monitoring Committee will be set up**

Within the frame of the 1st Children and Media Congress in Turkey to be held on 14-15 November 2013 in cooperation with Directorate General of Press and Information, Children’s Foundation and Supreme Board of Radio and Television; under the chairmanship of Prof. Dr. Halûk Yavuzer and under the auspices of Deputy Prime Minister Bülent Arınç, first draft of Turkey's first *Children and Media Strategy* has been prepared.

Preparatory Works on the Strategy Document

A great many of work has been conducted so far within the frame of the 1st Turkey Children and Media Strategy and Implementation Plan for 2014-2018. In the aftermath of the workshop held in Istanbul on 13 April 2013 with the participation of all the related parties, the *Current Situation Workshop Report* has been prepared. In accordance with the views of experts working on this field who participated to three separate focus group meeting held in Eskisehir, Ankara and Istanbul on May 2013, the *Focus Group Study Report* has been prepared.

In the aftermath of the *Children and Media Action* initiated in Istanbul on 27 May 2013 under the auspices of the Deputy Prime Minister Bülent Arınç, *First Draft of the 1st Turkey Children and Media Strategy and Implementation Plan for 2014-2018* has been finalized on 9 September 2013 in line with the views and opinions of children, parents and experts of the field.

First Draft of the Strategy Paper; This paper has been concluded upon three separate Writing Group meetings held in June-July-August 2013. The following experts and public officials participated to the Strategy Paper Writing Group: Assistant Prof. Adnan Altun (Abant İzzet Baysal University), Can Soysal (TRT Kids) Assistant Prof. Ebubekir Çakmak (Abant İzzet Baysal University), Assistant Prof. Elif Gizem Uğurlu (Anadolu University), Prof. Dr. Fatma Selda Bülbül (Kırıkkale University), Murat Emrelli (BYEGM), Mustafa Ruhi Şirin (Children's Foundation), Necmettin Oktay (Strategy Consultant), Nurullah Öztürk (RTÜK), Prof. Dr. Nilüfer Pembecioğlu (Istanbul University), Associate Prof. Sedat Şimşek (Selçuk University).

A Strategy Based on Rights of the Child Culture

The Strategy Paper has been prepared in line with the criteria and principles set in *the United Nations Convention on the Rights of the Child*. The priorities of the Paper are to provide representation to all children in the media within the frame of equality and ethics regardless of their differences, to adopt an approach which will enable all children to participate in monitoring and control processes and the strategic goals and actions in this Paper has been adopted in accordance with the right-based approach.

In order to reach the child-friendly, transparent and comprehensible media goal, *The Strategy Paper* sets forth values and principles based on cultural values, universal values, multi- multiculturalism, differences and respect towards child for all the related parties.

The First Draft of the Strategy Paper adopts a multilateral approach on media with regards to family, child, society and global scale. The strategy Paper consists of protective, directive, authorizer, preventive and content developer Strategic Goals and Projects / Actions. The Strategy Paper will pioneer new structures and applications within the frame of media thanks to its unique approach.

The Strategy Paper aims at developing permanent and widespread programmes, taking all legal and administrative precautions in this regard, developing national policies and strategies, drawing a projects and action plan and coordination of their implementation.

Implementation of the Strategy Paper

1st Turkey Children and Media Strategy and Implementation Plan for 2014-2018 shall be implemented in cooperation with public institutions, individuals from all age groups, parents, teachers, education institutions, media professional organizations and unions, local administrations and NGO's focusing on family, child and youth.

Vision of the Strategy Paper

The Vision of the *Strategy Paper* for 2014-2018 is stated as follows:

“So as to develop the relations between children-media based on respect towards child and rights of the child, rendering Turkey media-literate while all the parties are aware of their responsibilities.”

Strategic Goals Set Forth in the *Strategy Paper*

12 Strategic Goals and Indicators to be reached on 2014-2018 set forth in the *Strategy Paper* are as follows:

- Raising awareness and knowledge on the UN Convention on the Rights of the Child for all the related parties
- Developing media content and applications respectful to the rights of the child
- Developing the media literacy training in all the stages of formal education
- Developing media literacy abilities during life-long learning
- Providing children with participation to the content development, monitoring and control processes in the media
- Developing appropriate processes where all children are represented regardless of their differences within the frame of equality and ethics
- Developing child-oriented media content in line with our cultural values
- Developing civil control models targeting children-media relations
- Developing a legal structure targeting "media" while taking all developmental features of the child
- Developing a reliable media in which family, children and teachers can effectively communicate

- Developing strategies so that children can acquire reading habit in early ages
- Promoting research and implementation centers working on children and media

Projects and Actions Stated in the *Strategy Paper*

Some of 90 Projects and Actions drawn for 12 Strategic Goals stated in the *First Draft of the Strategic Paper* are as follows:

- Children participation in media preparation processes
- Children participation in media audit processes
- Developing a media audit model
- Child rights based journalism and broadcasting courses
- Child rights based child correspondent courses
- Media literacy curriculum
- Setting up research and implementation centers for media literacy
- Media literacy education for parents
- Media literacy courses for media members
- Preparing special audio media content for visually impaired
- Developing special media content for children on different developmental stages
- Making new regulations for disadvantaged children with special needs
- Setting up media ethic rules with the participation of families, children and educators
- Preparing media programs focusing on traditional children culture
- Encouraging media programs focusing on local children culture
- Providing tax reduction form media content focusing on our cultural values
- Developing media monitoring models for parents
- Organizing *Turkey Children and Media Action* led by civilians
- Setting up a Children and Media Monitoring Committee
- Making legal regulations for children working in the media sector
- Auditing advertising and promotion campaigns in which children take place or targets children
- Making legal regulations for internet cafes
- Harmonization of legal regulations on base stations with international standards
- Protection of children from cyber bullying, pornography, gambling etc. in the new media and redefining the cyber crimes
- Preparing *Turkey Children and Media Law*
- Developing control strip models for parents

- Developing protection rules and models for special contents of children (photos etc.)
- Setting up *Children and Media Committees* in media outlets
- Effective use of smart signs
- Preparing a reading culture programme
- Preparing media programs for encouraging media literacy culture
- Setting up research and implementation centers on children and media relations
- Cooperating with international research centers on children and media
- Researching the short and long term effects of media use styles and contents on children in different age categories
- Tax exemption for publications and broadcasts targeting children
- Drawing the *Turkey Children and Media Map*

All Stakeholders, Including Children, Are Invited To Present Their Opinion on Turkey's First Children and Media Strategy

In order to prepare the *1st Turkey Children and Media Strategy and Implementation Plan for 2014-2018*, meeting will be held with the participation of children on 9-18 ages, public officials and all the related stakeholders. *The First Draft of the Strategy Paper* will be negotiated and finalized during the *1st Turkey and Media Congress* to be held on 14-15 November 2013 and will be submitted to the Government on December 2013.

How to Access to the First Draft of the Strategy Paper?

1st Turkey Children and Media Strategy and Implementation Plan for 2014-2018, First Draft of the Strategy Paper, Current Situation Workshop Report and Focus Group Meeting Report can be accessed through the following website on *Strategy Paper Works* section: www.cocukvemedyahareketi.org

How to Present Opinion on the First Draft of the Strategy Paper?

Kindly send an e-mail to present your opinion on the *1st Turkey Children and Media Strategy and Implementation Plan for 2014-2018, First Draft of the Strategy Paper* to the following e-mail addresses: info@cocukvemedyahareketi.org or info@cocukvemedyakongresi.org.



President of Children's Foundation and the General Director of the Congress and Spokesperson Mustafa Ruhi Şirin's statement on the First Draft of 1st Turkey Children and Media Strategy:

"The parties in the field of children and media are not solely children and media. Today, children and media is a global issue going beyond the borders of countries.

Children and Media Action, which has been initiated to protect children from the negative effects of media and to enable them to profit from the positive effects of media, has pioneered the preparation of the first document in a short time.

The First Draft of 1st Turkey Children and Media Strategy will be the first roadmap of Turkey in the context of children and media. The draft includes children's participation to media processes as well as models of civil control and monitoring. The draft also maintains a solution oriented approach. In order to implement the Strategy Document, Children and Media Action should organise itself in the form of a civil movement.

The primary step in solving the children and media swirl in Turkey should be ensuring the active participation of the State and all the related stakeholders."



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