

WORLD'S BEST TO ATTEND GLOBAL KIDS' TV CONFERENCE

The program for the first World Summit on Television and Children has been released by the Australian Children's Television Foundation (ACTF). The comprehensive program presents a broad range of topics, to be discussed and debated during the week-long World Summit, including:

- What will the new technology mean for kids?
- Do children have rights to their own programs?
- Why children's broadcasting is important and in need of protection.
- Is good for business good for kids?
- Transnational television—who gains, who loses?
- Alternative national regulation models.
- Children's channels—what do they contribute to kids' television?
- The role of lobbyists—what can be achieved.
- Educational television—a new way forward.
- Children as a special audience—what research can tell us and what children are viewing around the world.
- Issues from the kids' point of view.
- Doing business in kids' television.
- The role of festivals and awards in developing children's television.

The ACTF has secured the participation of the world's leading broadcasters, producers, educators, researchers and policy experts in children's television as keynote speakers and panellists. ACTF director, Dr Patricia Edgar, believes that the high calibre of speakers the World Summit has attracted and the generous support of sponsors will ensure the Summit's success.

The World Summit is endorsed by the Asian Pacific Broadcasting Union, the Philippine Children's Television Foundation, the BBC, the European Broadcasting Union, PRIX JEUNESSE, the American Center for Children's Television, Nickelodeon, NHK, UNICEF and WATCH.

To receive a copy of the program contact: The World Summit Secretariat, Australian Children's Television Foundation.

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FESTIVAL TO BROADCAST CHILDREN'S TV NATIONWIDE

During March 1995 every metropolitan and regional network throughout Australia will allocate a school-hours time-slot each day during the 'Festival of Television for Australian Children'. The Festival is being hailed as a move towards 'environmental protection' for child viewers worldwide.

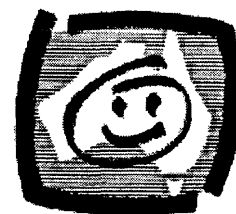
The programs will be the best the world has to offer. Festival organiser, Dina Browne, has negotiated award-winning programs from Australia and many other countries for this unique programming opportunity. They will cover a range of ages, interests and genres.

The three-part Festival will also include education seminars in each of six states and a 'Producers' Forum' in Melbourne, where teachers and program-makers will be addressed by leading international figures in the field of television and education.

By showing the best programs the world has to offer, the Festival aims to create a positive viewing environment. It aims to show how television can work for children. By encouraging discriminating viewing, it will show that television has an ability to teach positive values, both academic and life issues, at home and in the classroom.

Sponsored by the Department of Communications and the Arts as part of the Commonwealth Government's 1993 *Distinctly Australian* policy statement, the Festival has the personal commitment of the Prime Minister, Mr Keating.

Endorsing the Festival, ABA Chairman Brian Johns said, 'The involvement of all the television networks: commercial, ABC and SBS, in this landmark event is wel-



Festival of Television for Australian Children

comed by the ABA. Their co-operation ensures that this important special event receives the widest possible public exposure.'

'The Festival, which I expect will arouse considerable public interest, will also encourage discussion by parents, educators and program makers about programs made for children which represent children's special needs and interests. It will also present an opportunity for broad discussion by educators, program makers and parents on the role of television within the educational system.'

From Munich, Germany, the Secretary-General of the PRIX JEUNESSE Foundation, Ursula von Zallinger, saluted the Australian initiative: 'Children are our most precious and our most vulnerable audience. Television for the young must be compared with environmental protection. If we do not protect the young of today and don't treat them with affection, they will turn their backs on us tomorrow.'

'Lucky Australia where children soon will have the "Festival of Television for Australian Children" focussing on and celebrating quality television. Congratulations from The World Alliance of Television for Children.'

The broadcast element of the Festival will run from 20-24 March 1995 and will take place in the week following the World Summit on Television and Children. ☐