

II International Congress

Radio and Television for Children and Teenagers

Influence and proximity of media in children and teenagers because of technology improvements and new patterns of consumption encourage a debate and reflection on radio and television programming and production content for children and teenagers.

The Consultative Council of Radio and Television (CONCORTV) of Peru in partnership with the Señor de Sipán University organize the II International Congress Radio and Television for Children and Teenagers, in order to discuss and reflect on the diagnosis of childhood and teenagers media, legal protection, corporate responsibility, the role of public broadcasting and feedback of international experiences of quality contents for children and teenagers.

The organization of this event is based on the Convention on the Rights of the Child and the principle of integral protection and development of children and teenagers and the rules regarding "Family Protection Time" set out in the Radio and Television Peruvian Act.

SPECIFIC AIMS

- Diagnose media perception, habits and preferences of children and teenagers, and an analysis of the influence of radio and television in children's education.
- Discuss and analyze the regulations on the protection of children, teenagers and family from inappropriate contents on radio and television.
- Present and discuss national and international experiences of successful programs for children and teenagers in the radio and television.
- Analyze and influence the social responsibility of media and corporations for a radio and television quality programming.
- Understand state's role in the promotion of radio and television programming for children and teenagers and promote public media strengthening.
- Increase public awareness about the importance of comprehensive protection of children and teenagers from unsuitable content on radio and television programs.



PROGRAM | OCTOBER 6TH - 2010

08:30 - 09:00 Registration

| | TOPIC | SPEAKER | TIME |
|-------------|--|--|---------------|
| | Opening | Santiago Carpio [CONCORTV - UPC] Humberto Llampén [USS] | 09:00 - 09:30 |
| Diagnosis | "Radio/TV - Children and Teenagers" Studies | Santiago Carpio [CONCORTV - UPC] Luis Alarcón [USS] | 09:30 - 10:10 |
| | Children and teenagers in media | Rosa María Alfaro [A.C.S. Calandria] | 10:10 - 10:30 |
| | Children and teenagers' education using media | Elvira Paredes [Foro Educativo] | 10:30 - 10:50 |
| | People's questions | | 10:50 - 11:10 |
| | Coffee Break | | 11:10 - 11:30 |
| Regulations | Child's best interests and fundamental rights | María del Carmen Santiago [MIMDES] | 11:30 - 11:50 |
| | Regulations for "Family Protection Time" | Jesús Munive [MTC] | 11:50 - 12:10 |
| | Autoregulation and media complaints' management. | Martín Carrillo [Profesor PUCP] | 12:10 - 12:30 |
| | Civil rights in radio and TV | Jaime Delgado [ASPEC] | 12:30 - 12:50 |
| | People's questions | | 12:50 - 13:10 |
| Experiences | National experiences | Belia Concha [Radio Cutivalú] Óscar Fajardo [Chami Radio] Ángel Calvo [TV Perú] Daniel Bello [TV Cultura - NAPA] Edgardo Valderrama [Radio La Salle] Yannlui Velásquez [USS] | 15:00 - 16:30 |
| | People's questions | | 16:30 - 17:00 |
| | International experiences | Ellen Kleila [Prix Jeunesse] Marilú Wiegold [Unicef] | 17:00 - 18:30 |

PROGRAM | OCTOBER 7TH - 2010

08:30 - 09:00 Registration

| | TOPIC | SPEAKER | TIME |
|--|--|--|---------------|
| | Corporate responsibility in media | Ricardo Corredor [Andi Brasil] Rodolfo León [Anda] Marilú Wiegold [Unicef] Jorge Baca [SNRTV] Carlos Cárdenas [RedTV] Óscar Fajardo [CNR] | 09:00 - 11:20 |
| | People's questions | | 11:20 - 11:40 |
| | Coffee Break | | 11:40 - 12:00 |
| | Public Television for children and teenagers | Ellen Kleila [ZDF - Germany] Cielo Salviolo [Pakapaka - Argentina] Soledad Suit [CNTV - Chile] Anggela Delgado [TV Perú] Carmen Bourassa [Télé-Québec - Canada] Elisenda Malaret [CAC - Spain] | 12:00 - 14:00 |
| | Closing | Santiago Carpio [CONCORTV - UPC] Humberto Llampén [USS] | 14:00 |

