



## **Resource Guide on Youth Media**

*The Resource Guides constitute a continuously evolving project initiated by the Institutional Learning and Research Division (ILR) to enable SFCG staff to quickly and easily access and review a selection of practical and useful resources. Therefore, it is not meant to be a comprehensive bibliography. We welcome contributions of resources to ILR ([ilr@sfcg.org](mailto:ilr@sfcg.org)).*

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### **Introduction**

This document consists of four parts: I. Background Information, II. Trends and Program Profiles, III. How-To Guides, and IV. Useful Web Sites. Part I provides background on the current issues facing producers of media by and for children. It also includes documents with general advice for those looking to create new media programs. Part II profiles current and past youth media programs from around the world. It presents lessons from the past and explores recent trends. Part III provides training manuals and how-to guides for developing and implementing media programs, which an emphasis on radio. Part IV offers a number of additional Internet resources for conducting further research. These resources are organized by topic.

### **\*\*\*MUST READS\*\*\***

1. *Children, Youth and Media Around the World: An Overview of Trends & Issues* by Susan Gigli (page 1).
2. *Children and Media – A Global Concern* by Mike Jempson (page 2)
3. *What Works in Youth Media: Case Studies from Around the World* by Sheila Kinkade and Christy Macy (page 3)

## **PART I. Background Information**

Youth media programs serve as a vital entry point from which youth learn about themselves and the world around them. It is less about teaching young people journalism skills than about enabling young people's voices to be heard and helping them to learn and grow in positive ways. For many, the experience they gain in analyzing and presenting the news will make them more informed consumers of the news they receive, and more active citizens in their communities and nations.

1. **Title:** *Children, Youth and Media Around the World: An Overview of Trends & Issues*  
**By:** Susan Gigli (InterMedia Survey Institute for UNICEF, April 2004)  
**Language:** English  
**Description:** 16 pages. This overview of trends and issues concerning young people and the media is based on a broad review of existing print and electronic sources, interviews with child media experts from different regions, and analysis of surveys in transitional and developing countries. It highlights the need for more effective use of the vast positive

potential of mass media and new technologies to advocate for, and enrich the lives of, children and young people worldwide.

- Topics:**
- Children's/Young People's Use of the Media
  - Quality of Media for Children & Youth
  - Participation of Children & Young People in the Media
  - Advocacy through Media

**Location:** <http://www.unicef.org/magic/resources/InterMedia2004.pdf>

2. **Title:** *Children and Media – A Global Concern*

**By:** Mike Jempson (2003)

**Language:** English

**Description:** 7 pages. Overview of current trends and initiatives concerning the representation and participation of children and young people in media activities. Provides brief synopses of recent developments and links to relevant web sites, as well as a bibliography of helpful publications. Good primer on recent developments across different types of media. Highlights major initiatives and organizations while placing them in their appropriate context.

- Topics:**
- Newspapers
  - Radio
  - Television
  - New Media
  - Guidance for Media Professionals

**Location:** <http://www.mediawise.org.uk/files/uploaded/Children & media a global concern.pdf>  
<http://www.mediawise.org.uk/files/uploaded/Children & media a global concern.doc>

3. **Title:** *Children and the Media*

**By:** Mike Jempson (The PressWise Trust, for MAGIC)

**Language:** English

**Description:** 11 pages. Introduction to the subject of children and the media. Describes the importance of youth participation in the media and the challenges facing those who would like media to play a more positive role in the lives of young people. Highlights a few programs already in place and provides a few guidelines for safe and productive child participation.

- Topics:**
- Media for Education
  - Television and the Young
  - Children in Media Production
  - Interviewing Children
  - HIV, AIDS and the Media
  - Child Protection on the Internet

**Location:** <http://www.unicef.org/magic/briefing/childmedia.html>  
<http://www.unicef.org/magic/briefing/childmedia.pdf>

4. **Title:** *Developing Child Friendly Media*

**By:** Mike Jempson (1999)

**Language:** English

**Description:** 13 pages. Some thoughts on how to create media either for or by children while providing paramount consideration to the well-being of the actual children involved. Examples include print media and television.

- Topics:**
- TV Documentary Production Process
  - Working with Children

- Creating Space in the Media for Children
- Children’s TV Program Formats
- Guidelines

**Location:**

<http://www.mediawise.org.uk/files/uploaded/Developing%20Child%20Friendly%20Media.pdf>  
<http://www.mediawise.org.uk/files/uploaded/Developing%20Child%20Friendly%20Media.doc>

5. **Title:** *Radio Manifesto*  
**By:** World Radio Forum (2004)  
**Language:** English, French, Spanish, Portuguese  
**Description:** 21 pages. Declaration by young people detailing what they want and really need from radio. Children's and youth radio groups in many different parts of the world have taken part in discussion workshops since 2001 to prepare their own contributions to the document. Useful background if preparing media programs by and/or for children.
- Topics:**
- Context for the Declaration
  - Children’s Rights and Radio
  - Young People’s Participation
  - Traditional Stories and Culture
  - Education Programs
- Location:** <http://www.worldradioforum.org/manifesto/RadioManifesto.pdf>  
<http://www.worldradioforum.org/manifesto/RadioManifestoFrench.pdf>  
<http://www.worldradioforum.org/manifesto/RadioManifestoSpanish.pdf>  
<http://www.worldradioforum.org/manifesto/RadioManifestoPortuguese.pdf>

## **PART II. Trends and Program Profiles**

Responsible media by and for youths is continuing to gain interest among practitioners and policy makers. Though it has become more widespread and gained in popularity in recent years, there are lessons to be learned from prior efforts to engage youths through the media. These resources examine past programs and profile current efforts to illustrate current trends in the field.

1. **Title:** *What Works in Youth Media: Case Studies from Around the World*  
**By:** Sheila Kinkade and Christy Macy (International Youth Foundation, 2003)  
**Language:** English  
**Description:** 85 pages. This collection of case studies looks at how young people are harnessing the power of media to educate the public about issues they care about. It also explores the tremendous power of youth media programs to promote young people’s personal growth and development – to equip them with essential “skills for life” that will enable them to succeed.
- Topics:**
- Magazine Publication by Children/Youth
  - Using Media to Fight HIV/AIDS
  - Educating the Public about Children’s Issues
  - Youth Employment & Life Skills
- Location:** <http://www.iyfn.net/uploads/WW%20-Youth%20Led%20Media.pdf>
2. **Title:** *UNESCO Clearinghouse Yearbooks*  
**By:** The International Clearinghouse on Children, Youth & Media

**Language:** English  
**Description:** Each year, the Clearinghouse publishes a yearbook compiling articles on current themes regarding children and the media that have been written by qualified scholars around the world. The yearbooks provide insights on the latest research and practices. Past themes have included:

**Topics:**

- Young People, Soap Operas and Reality TV
- Perspectives on Media Literacy and Media Regulations
- Children, Young People and Media Globalisation
- Games and Pornography
- Media Education and Participation
- Children and Media Violence

**Location:** <http://www.nordicom.gu.se/clearinghouse.php?portal=publ> (can be ordered online)

3. **Title:** *Making Waves: Stories of Participatory Communication for Social Change*  
**By:** Alfonso Gumucio Dagron (Rockefeller Foundation, 2001)  
**Language:** English  
**Description:** 358 pages. Profiles 50 participatory communication projects from across the globe. Examples cover multimedia, radio, video, theatre, and, Internet and range from 1947 to 1999. Many stories are about community radio. Stories were selected based upon innovativeness of the program and their ability to share important lessons.
- Topics:**
- Introduction: Explanation of the Field and Latest Trends
  - Project Profiles
- Location:** <http://www.comminit.com/making-waves.html>

### **PART III. How-To Guides**

Youth media is still a young field, and the definitive guide to creating programming has yet to be written. However, there are some resources to aid in developing content and evaluating a program's impact. Most of these resources cater to radio broadcasters, as this has traditionally been the most accessible medium, especially in the developing world. Though these guides may be particularly useful to radio broadcasters, they contain lessons that can be applied to other types of media as well.

1. **Title:** *Radio Enfants – Guide Pédagogique*  
**By:** Michel Delorme (L'Atelier Radio Enfant, 2002)  
**Language:** French  
**Description:** Online guide for school teachers to instruct children in creating their own radio programs.
- Topics:**
- Teaching Instructions
  - Suggested Activities
  - Bibliography, Additional Resources on the Internet
- Location:** [http://radioenfant.ca/index.cfm?Sequence\\_No=11582&Id=11582&niveau=2&Repertoire\\_No=442865855&Voir=publi](http://radioenfant.ca/index.cfm?Sequence_No=11582&Id=11582&niveau=2&Repertoire_No=442865855&Voir=publi)

2. **Title:** *Evaluating Health-Promoting Radio Programs*  
**By:** Ross W. James (UNICEF and HCR, 2004)  
**Language:** English, Russian  
**Description:** 106 (English)/148 (Russian) pages. Guide to monitoring the impact of health education community radio. This set of guidelines was developed specifically for the

Healthy Airwaves for Youth (HAFY) initiative, a project in Kyrgyzstan designed to promote health education over the radio. However, the authors believe that these guidelines can be helpful to any community-based media initiative working to reduce risk behaviors among young people and other vulnerable groups, even if they are small and have limited funds.

- Topics:**
- Determining Objectives and Activities
  - Setting Indicators for Process and Impact Evaluation
  - Preparing to Evaluate and Selecting Samples
  - Designing Evaluation Tools
  - Gathering, Analyzing, and Reporting the Data

**Location:** [http://www.unicef.org/magic/resources/toolbox\\_radio\\_KG\\_english.pdf](http://www.unicef.org/magic/resources/toolbox_radio_KG_english.pdf)  
[http://www.unicef.org/magic/resources/toolbox\\_radio\\_KG\\_russian.pdf](http://www.unicef.org/magic/resources/toolbox_radio_KG_russian.pdf)

3. **Title:** *Evaluating Radio Programs*  
**By:** Jackie Davies (UNICEF and HCR, 2004)  
**Language:** English  
**Description:** 7 pages. Brief introduction to evaluating radio programs. Explains the value in evaluating internal production processes and gaining external perspectives on programming content. Toolkit provides advice and lists additional resources that may be helpful.

- Topics:**
- Tools for Internal Reviews
  - Tools for External Reviews
  - Dos and Don'ts
  - Suggestions for Further Reading

**Location:** <http://radio.oneworld.net/section/evaluation/toolkit>

4. **Title:** *Content Ideas: Children and Youth*  
**By:** OneWorld Radio (2004)  
**Language:** English  
**Description:** Listing of content ideas for youth radio broadcasters. Links to other members of the OneWorld Radio community as well as outside organizations. Helpful if looking for ideas on programming content.

- Topics:**
- Events Celebrating Children and Youth
  - Relevant OneWorld Radio Audio Streams
  - OneWorld Radio Members Dealing with Youth
  - Background on Issues of Concern to Youth

**Location:** <http://radio.oneworld.net/article/view/67593/1/>

#### **PART IV. Useful Web Sites**

The following web sites may be helpful for more in depth research on particular topics. These sites aim to promote community among people in the field, share learning across geography and disciplines, and profile programs dealing with youth media. Some sites do not focus exclusively on youth media but contain information that is relevant to the field.

##### **A. Research on Youth and Media**

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1. **Title:** *Center for Study of Children, Youth, and Media*  
**By:** Institute of Education, University of London (Prof David Buckingham, Director)  
**Language:** English  
**Description:** The Institute seeks to inform public debate on media and youth by providing serious, in-depth research. Their site contains information on current and past research

projects covering a wide range of topics. Of particular interest may be a policy paper written for UNESCO in 2001, suggesting future strategies to improve capabilities of youth to consume and create media.

**Location:** <http://www.childreneyouthandmediacentre.co.uk/>

2. **Title:** *World Summit on Media for Children and Adolescents*  
**By:** World Summit on Media for Children Foundation  
**Language:** English (Conference Site also in Spanish and Portuguese)  
**Description:** Held every three years, the conference provides a forum for producers, broadcasters and regulators of media for children and other professionals and community leaders committed to the improvement of quality media for children. Foundation site contains summary reports from past conferences. Conference program provides information on session topics and participants. Session topics ranged from child involvement in media production to the impact of electronic gaming on children's development. May be helpful to identify thought leaders on particular topics.

**Location:** <http://www.childrensmediasummit.com/index.htm> (Foundation Site)  
<http://www.riosummit2004.com.br/> (Conference Site)  
[http://www.riosummit2004.com.br/pdfs/programa\\_ing.pdf](http://www.riosummit2004.com.br/pdfs/programa_ing.pdf) (Conference Program)

3. **Title:** *The MediaWise Trust*  
**By:** The MediaWise Trust  
**Language:** English  
**Description:** The MediaWise Trust provides advice, information, research, and training on media ethics. The Media and Children section on their web site provides links to articles, manuals, and projects concerning children's participation in and representation by the media. The site also provides links to other relevant content concerning children and the media.

**Location:** [http://www.presswise.org.uk/display\\_page.php?id=71](http://www.presswise.org.uk/display_page.php?id=71)

4. **Title:** *Children Watching War: A Few Reminders About Potential Contributions of the Media to Children in Times of Conflict & War*  
**By:** International Central Institute for Youth and Educational Television, Germany  
**Language:** English  
**Description:** This web site summarizes the latest research results on media coverage and children's responses to war, as well as approaches toward civic education and peace studies used with children in times of war. Also included are links to children's media contributions and recommendations for TV producers for presenting the news during times of conflict and war.

**Location:** <http://www.br-online.de/jugend/izi/guidelines/reminders.htm>

## **B. Youth Media Programs**

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1. **Title:** *Youth Media Reporter*  
**By:** Open Society Institute  
**Language:** English  
**Description:** Collection of articles spotlighting topical issues of interest to youth-made media professionals. Articles cover new developments, trends, experience sharing, and interviews with leaders in the field.

**Location:** <http://www.ymreporter.org/>

2. **Title:** *Youth Radio*  
**By:** Youth Radio

**Language:** English  
**Description:** Based on Berkeley, CA. Youth Radio promotes young people's intellectual, creative, and professional growth through training and access to media. Participants learn the basics of broadcasting through hands-on production experience. They also learn life skills during their journalism education.

**Location:** <http://www.youthradio.org/>

3. **Title:** *Children's Express*  
**By:** Children's Express  
**Language:** English  
**Description:** Based in the UK. Programs train children ages 8-18 in disadvantaged areas to produce news stories for major media outlets. Web site explains their methodology, from recruitment through publication. Story library is also archived online.  
**Location:** <http://www.childrens-express.org/journalists/index.htm>

### C. Clearinghouse Sites

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1. **Title:** *MAGIC*  
**By:** UNICEF  
**Language:** English, French, Spanish  
**Description:** Media Activities and Good Ideas by, with and for Children. MAGIC resources provides how-to guides on topics including radio, television, and print media. MAGIC bank is a searchable database of media initiatives by, with and for children. The bank contains project descriptions and funders. Helpful for sharing ideas and developing contacts.  
**Location:** <http://www.unicef.org/magic/>
2. **Title:** *International Clearinghouse on Children, Youth & Media*  
**By:** UNESCO  
**Language:** English  
**Description:** Collects and documents research and other information on children, youth and media across the world. Publications include yearbooks, newsletters, and other articles on current issues pertaining to media and youth. Topics include impact of media on children, media education, and youth participation in media. Includes searchable literature database and searchable list of organizations working on children and media.  
**Location:** <http://www.nordicom.gu.se/clearinghouse.php>

### D. Resources for Radio Programming

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1. **Title:** *ItrainOnline*  
**By:** ItrainOnline  
**Language:** English, French, Spanish  
**Description:** Links to web sites and documents that provide how-to guides and advice for community radio broadcasters. Topics include content development, evaluation of programming, technical tips, reporting on HIV/AIDS, and radio for peace.  
**Location:** [http://www.itrainonline.org/itrainonline/english/community\\_radio.shtml](http://www.itrainonline.org/itrainonline/english/community_radio.shtml)
2. **Title:** *OneWorld Radio*  
**By:** OneWorld  
**Language:** English (Site is available in several languages, but majority of content is in English)

**Description:** Online community of broadcasters sharing audio content and ideas pertaining to development. Includes searchable directory of members and articles on relevant topics, including content development and evaluation.

**Location:** <http://radio.oneworld.net>

3. **Title:** *World Radio Forum*

**By:** World Radio Forum

**Language:** English

**Description:** Community of radio producers and broadcasters who make radio for, with, and by children and youth. WRF members work in broadcasting, education, entertainment, development, and social change. WRF has created the Radio Manifesto (available in several languages) to be used in advocating for youth programming on radio. Site includes directory of organizations using radio or audio with children and youth.

**Location:** <http://www.worldradioforum.org>