



INVITATION

Children and the media: Yesterday, today and tomorrow

DATE: 28 JULY 2014

TIME: 12H00-14H00

VENUE: PRETORIA: HSRC VIDEO CONFERENCE, 1ST FLOOR HSRC LIBRARY, HSRC, 134 PRETORIUS STREET, PRETORIA.

CAPE TOWN: HSRC 12TH FLOOR, PLEIN PARK BUILDING (OPPOSITE THE REVENUE OFFICE) PLEIN STREET, CAPE TOWN.

DURBAN : HSRC 1ST FLOOR BOARD ROOM, 750 FRANCOIS ROAD, NTHUTHUKO JUNCTION, PODS5 AND 6, CATO MANOR

PROGRAMME

12H00 WORD OF WELCOME (JULIAN JACOBS, HSRC)

12H15 CHILDREN AND THE MEDIA: YESTERDAY, TODAY AND TOMORROW

WILLIAM BIRD, MEDIA MONITORING AFRICA

13H00 DISCUSSION

14H00 CLOSURE

Cognisant of the fact that the state cannot achieve the realisation, protection and promotion of children's rights alone, the seminar seeks to bring forth a discussion on how the media can play an important role in ensuring the realisation of children's rights. The seminar discussion on children and the media seeks to provide a brief overview of how children are represented in the media. It will chronicle some of the challenges and map out possible solutions or policy interventions to some of the problems children face, from existing media challenges to addressing the growth, dangers, potential and development of digital media and what they mean for children and the future of our country.

About the speaker:

William Bird obtained his BA and Honours degree in Drama and Film from the University of Witwatersrand. He worked in television after completing his studies. In 1995 he left television to join the MMA as a researcher. At MMA William has overseen or been directly involved in over 100 media monitoring projects on subjects ranging from gender based violence, HIV, and racism to children and the media. William has also completed overseeing the data analysis of the biggest civil society media monitoring exercise in the world – the Global Media Monitoring. William was appointed an Ashoka fellow in 2009 and also a Linc Fellow in 2010 for his work focused on children's participation in the media. He is regularly accessed in the media on a range of media focused issues. William's knowledge of media monitoring and commitment to deepening democracy in South Africa and the continent has ensured his expertise is internationally recognised.

RSVP: IT IS ESSENTIAL THAT YOU CONFIRM YOUR ATTENDANCE TO SECURE A SEAT. SEATS ARE LIMITED.

PLEASE COMPLETE THE ATTACHED FORM AND SEND IT TO PRECIOUS MOTHA AT PMOTHA@HSRC.AC.ZA ON OR BEFORE 24 JULY 2014.

MEDIAMONITORING
AFRICA



Hosted by PAN: Children (a partnership between the HSRC and UNICEF)