

Update on programme and content of the workshop

What is it about?

All broadcasters are facing a great challenge these days: How to attract attention to your message in a multimedia, multiplatform universe with the whole world competing with you for the audience's loyalty? One way to accomplish this is to get to know the kids better: invite them, listen to their ideas, play their games and work with them as colleagues. Smaller, but smart and innovative colleagues!



For whom?

Do you work with children and youths (app 7-20 years old) in TV, radio or new media? Or do you just want to learn the secrets of successful co-participatory work? Then you should attend the workshop **Let's work with kids!**



Registration

is made on the Let's work with kids! official website www.studio12-21.se/crossmedia.

We need your application before the 25th of July.

The workshop fee is € 300 (excl. VAT) and covers all arrangements, meals (including dinner at the town castle) and transports within Växjö. A special discount on hotel rooms will be offered to the workshop participants who book on the website.



Organizers

For the third year in a row Swedish Television and Interactive Institute, in cooperation with Växjö University, Danish Broadcasting Cooperation, Norwegian Broadcasting Cooperation, Prix Europa and EBU invites to a creative weekend in the name of cross media.

More information at www.studio12-21.se/crossmedia.



Let's Work with Kids!

A three day workshop on how to create with a young audience.
Växjö, Sweden 26-28th of August 2005

Working sessions

The working sessions on Saturday are probably the most creative and, proven the earlier years, a highly inspiring part of the event. The purpose of the sessions is to enable the participants to go deeper into a certain field of interest together with colleagues from other countries.

Concept and evaluation

This session will focus on how it is possible to involve young people through the whole process of programme-making. **Inspiration: SVT's series P.S.** A youth programme of, for and by young people in tv and on the web. In P.S the tv-crew works more as coaches to the young participants than ordinary directors.

Children on screen

How do you make tv-stars out of ordinary children? What's the secret behind relaxed and natural behavior in front of the camera? Is it possible to tell the kids own stories or do they become the producers puppets? These are a few of the questions dealt with in this working session.

Inspiration: Barnas Super Show (Kid's Super Show), an award winning and internationally recognized Saturday night show from NRK, where the kids play all the leading roles.

Communities and broadcast media

For some years now, online communities have been connected to radio and television shows. What have we learned? What features are needed to really involve the audience? Is it possible to use the web as a tool for research and casting of participants?

Inspiration: Swedish Radio's P3 Star is one of the crossmedia pioneers in Sweden.

Getting there

Växjö is an expanding town with 75.000 inhabitants situated in the south of Sweden. The Smaland airport (VXO) is located 15 min outside the city and have several daily connections with Stockholm (ARN) and Copenhagen (CPH). You can also take the train directly from Copenhagen Airport Kastrup to Växjö. The train takes about 2,5 hours.



Programme for the workshop

Friday 26th august

19.00 Welcome reception Registration and Dinner.
An evening in the spirit of swedish author Astrid Lindgren born not far from Växjö.
We congratulate Pippi Longstocking 60 years!


Special appearance

Actors and managers from "Astrid Lindgrens World"

Saturday 27th august

09.00 **Opening and welcome**

Lecturer

Marie Denward - Studio Director Interactive Institute
Heidi Sandberg - Moderator 

Interactive Kids Media in Japan

Mr Kenji Kikue -
NHK Japan Broadcasting Corporation 

Discovering a world of young filmmakers - the one Minute Jr

Tommi Laitio - European Cultural Foundation 

10.30 **Coffee and poster presentation**

Bamzooki

Paul Tylor - cBBC 

GO! - Nordic kids moving to the sun

Lotti Ekberg - SVT
Dan Mogensen - DR 

12.15 **Lunch and poster presentation**

13.30 **Working sessions**
Concept and evaluation
Inspirational lecture: In P.S all hosts and participants are teenagers. The tv-crew works more as coaches to the young participants than ordinary directors.
Children on screen
Inspirational lecture: The award winning and internationally recognized Barnas Super Show (Kid's Super Show) from NRK is an example of a successful Saturday night show where the kids play all the leading roles.
Presented by executive producer Ingrid Hafstad, NRK
Communities and broadcast media
Inspirational lecture: Swedish Radio's P3 star is an online community, a radio show and a DAB radio channel at the same time.
Presented by Katja Mäntylä, head of P3 Star, SR

Ulf Myrestam - SVT
Ylva Gislén - K3 Malmö Högskola 

Johanna Wallin - SVT 

17.00 **Summary day one**

Ulf Myrestam - SVT


19.15 **Kräftskiva - Swedish crayfish party at Teleborg castle**

Sunday 28th august

Lecturer

09.30 **Working session summary in groups**
Presentation working session

Playful cross media communities: users as co-creators of content

Sonja Kangas - VTT Information Technology 

12.00 **Lunch and prize awards (ends at 13.30)**