

1ST CHILDREN AND MEDIA CONGRESS in TURKEY -THE CONGRESS PLAN-

The **Congress Plan** aims to provide a timeline of

- activities specified in the **Protocol** which was signed in March 2013 between the **Directorate General of Press and Information, Children's Foundation** and **Radio and Television Supreme Council (RTSC)**;
- tasks before, during and after the congress and the arrangements regarding the process management.

The **Congress Plan** is based on a step by step approach.

The Congress organisers are responsible for implementing the **Congress Plan**.

FIRST STEP / Structure of the Congress: the Project, the Plan, the Protocol

- I. Drafting and finalising the **Congress Project** (1-20 January 2013)
- II. Finalising the **Congress Plan** (25 January 2013)
- III. Drafting and finalising the **Congress Protocol** (by the end of March 2013)

SECOND STEP / Promotion and Campaigns

- I. Launching the promotion and campaign activities (January-February-March 2013)
(television, radio, press, outdoor, logo, letterheads and envelopes, brochures and the main congress poster)

THIRD STEP / The Content of the Congress

Activities regarding the content of the Congress per decisions by the **Academic and Evaluation Board**

- I. Selection of the experts from Turkey and abroad to be invited to the Congress (1 February-15 May 2013)
- II. Deadline for submitting the papers for the Proceedings of the Conference, Children and Adults (15 September 2013)
- III. Outlining the **Congress Programme** (15 October 2013) and the **Congress Plenary Session Programme** along with the activities of the children and the adults during the congress; printing the programme booklet (20 October 2013)
- IV. Selection of the exhibitions to be held during the Congress (1 March-15 September 2013)

FOURTH STEP / Seeking the children's opinions

Activities to ensure efficient children participation to the Congress:

- I. Establishing **Mobile Media Literacy Teams** (25 March-15 June 2013)
- II. Application deadline (31 July 2013)
- III. Announcement of application results (15 September 2013)
- IV. Activities regarding the participation of child delegates to the congress (from 15 September until the last day of the congress)

FIFTH STEP / Announcement of the Congress and the Children and Media Action

- I. Selecting the digital agency for social media services; announcing the main message, drafting and implementing the communication strategy, arranging the schedule for activities, designing and launching a **Congress website** (15 January-31 March 2013)
- II. PR activities (1 February-31 December 2013) (setting up a unit for PR activities; promoting the congress in various media; arranging interviews to promote the children and media action)

- III. Dispatching the brochure and the main poster (as of 1 April 2013)
- IV. First announcement of the **Congress** and the **Children and Media Action** via television, radio and press (April 2013) (Launching the campaign with the participation of all stakeholders via a press conference in Istanbul) (Announcements will continue until the congress)
- V. Outdoor (posters, billboards) (15 days prior to the congress; across Turkey if possible)
- VI. Announcement of the congress (from 11 February 2013 until the end of the congress)
- VII. Post-conference announcements (following the last day of the congress via television, radio, press) (until 31 December 2013)

SIXTH STEP / Strategy Document

- I. Preparatory work for the **1st Turkey Children and Media Strategy and the Implementation Plan for 2014-2018** (15 January-28 February 2013)
- II. Seeking the children's opinions for the **Strategy Document** (1 April-30 June 2013)
- III. Workshops with adults for the **Strategy Document** (1 April-30 April 2013; Istanbul)
- IV. **Focus Group Meeting in Ankara** (May 2013)
(with the professors and students of faculties of education, communication, medicine, law; children and media experts and stakeholders)
- V. **Focus Group Meeting in Istanbul** (May 2013)
(with the professors and students of education, communication, medicine, law; children and media experts and stakeholders)
- VI. **Focus Group Meeting in Eskişehir** (May 2013)

(with the professors and students of education, communication, medicine, law; children and media experts and stakeholders)

- VII.** Preparing the **Strategy Document Draft** (1 June-31 August 2013)
(with the editing group)
- VIII.** Finalising the **Strategy Document Draft** (15 September 2013)
(with the editing group)
- IX.** Seeking the opinions of the Academic and Evaluation Board, children, adults and all related stakeholders on the **Strategy Document First Draft** (15 September-15 October 2013)
- X.** Negotiation on the **Strategy Document First Draft** (during the Congress; 14-15 November 2013)
(workshop with the focus group and the congress delegates)
- XI.** Finalisation and Announcement of the **Strategy Document** (December 2013)
- XII.** Planning the activities of the **Children and Media Monitoring Board** to ensure the implementation of the **Strategy Document** (as of December 2013)

SEVENTH STEP / Preparing the Manifesto

- I.** Seeking opinions for the preparatory work of **Istanbul Children and Media Manifesto** in line with the views of the **Academic and Evaluation Board** (1 April-31 August 2013)
- II.** Preparing the **Manifesto Draft** (1-15 September 2013)
- III.** Submitting the **Manifesto Draft** to all stakeholders and seeking their opinion for finalisation (16 September-15 October 2013)
- IV.** Negotiation on the **Manifesto** during the Congress and reading out the **Manifesto** in the closing session (14-15 November 2013)

- V. Delivering the **Manifesto** to Turkish and global media organisations, organisations dealing with children and media issues and all stakeholders (as of the final day of the Congress)

EIGHTH STEP / Research on Children's Media Habits in Turkey

- I. **Research on Children's Media Habits in Turkey** (1 April-31 August 2013) (to be planned by RTSC)
- II. **Children's Opinions on Media** (Book; 1 April-31 August 2013)

NINTH STEP / Situation Analysis

- I. Preparing and finalising **Turkey Children and Media Situation Analysis Report** (1 April-1 September 2013) (the report is related to the **Strategy Document**, thus, the research team needs to be organised urgently)
- II. Publishing **Turkey Children and Media Situation Analysis Report** (to be printed before the Congress)

TENTH STEP / Congress Publications

Preparing and issuing the Congress publications:

- I. **Pre-congress:**
 - a. **Turkey Children and Media Situation Analysis Report** (2000 copies)
 - b. **Children's Opinions** (2000 copies)
 - c. **Proceedings of the Conference (Children)** (2000 copies)
 - d. **Proceedings of the Conference (Adults)** (2000 copies)
 - e. **Congress Programme booklet** (2500 copies)
 - f. **Children and Media Cartoon Album** (2500 copies)

- g. Researches to be published in line with the view of the **Academic and Evaluation Board**
- h. **Research on Children's Media Habits in Turkey 2013** (2000 copies)
- i. First draft of **Turkey Children and Media Strategy and the Implementation Plan for 2014-2018** (1500 copies)

II. Post-congress:

- a. **Congress Minutes and Conclusions** (1250 copies)
- b. **1st Turkey Children and Media Strategy and the Implementation Plan for 2014-2018** (2000 copies)
- c. **Istanbul Children and Media Manifesto** (2000 copies)

ELEVENTH STEP / Transport-Accommodation-Food

- I. Arrangements to address the Congress related needs of the **Organising Committee, Steering Committee, Academic and Evaluation Board** members and **Congress Consultants** both in Turkey and abroad (1 February-31 December 2013)
- II. Finalising the arrangements for professional support related to transport, accommodation and food requirements of child and adult delegates, invitees from Turkey and abroad, members of the **Organising Committee, Steering Committee, Academic and Evaluation Board**, media professional organisations, educational organisations, representatives of children's rights from bar associations, government agencies, university representatives (August 2013)
- III. Preparing the venue arrangement plan in line with the **Congress Programme** (1-20 September 2013)
- IV. Arrangement of the venue according to the plan (All necessary materials and stuff should be ready one week prior to the Congress)
- V. Setting up an events management team to undertake audiovisual recording, interpretation services, media service units and daily media streaming during the Congress (October 2013)

- VI. Printing the invitations and the **Congress Programme**, sending the invitations to child and adult delegates and the invitees (15 October 2013)
- VII. Preparing pens, key rings, notebooks, files and bags for the **Congress** (until 15 October)

TWELFTH STEP / Arranging Sponsorships

- I. Starting on the confirmation date of the **Congress Project**, until the Congress.
- II. Checking the availability of government agencies in Istanbul for venue sponsorship (January-March 2013)
- III. Sending the application forms for sponsorship to organisations that hold the best interests of the child a primary consideration (as of 1 February 2013)
- IV. Beginning of the activities for logistics sponsorship (parcel services) (1 February 2013)
- V. Sending voluntary partnership and sponsorship proposal letters to media organisations
- VI. Preparing and broadcasting the **Public Spotlights** on television and radio with the support of the **Radio and Television Supreme Council**
- VII. Preparing the press advertisements of the **Congress** and the **Children and Media Action** and obtaining the support of the **Press Advertising Institution** for publishing the advertisements

THIRTEENTH STEP

- I. Following and reporting the session of the UN Committee on the Rights of the Child on the issue of “Media, Social Networks and the Rights of the Child” on 27 September 2013 in Geneva; associating this event with the Strategy Document (September 2013)

FOURTEENTH STEP / Congress Awards

- I. Launching the **Children and Media Awards** (as of 1 April 2013)
- II. Announcement of **1st Turkey Children and Media Awards** (25 October 2013)
- III. Award ceremony (closing ceremony of the Congress, 15 November 2013, 7 pm)

FIFTEENTH STEP / Sending the Publications

- I. Sending the publications to be printed after the congress to child and adult delegates (1-31 December 2013)
- II. Sending the **Congress publications** to public libraries in 81 provinces, children and young adults libraries, children's specialized NGO's, university libraries, media professional organisations, children's rights centres of the bar associations, representations of UN affiliated agencies in Turkey and all stakeholders of the Congress (December 2013)

SIXTEENTH STEP / Planning the Post-Congress Period

- I. Establishing **Turkey Children and Media Monitoring Board** secretariat
- II. Submitting **1st Turkey Children and Media Strategy 2014-2018** to the Government and preparing a road map for its implementation (as of 1 December 2013)
- III. Launching the preparatory works for **Turkey Children and Media Map** (from 1 January 2014)

There is hope... And will always be!..