

CZECH TELEVISION INVITES YOU TO A WORKSHOP



## THE IDEA BEHIND THE ČT:D, THE CZECH TV CHILDREN'S CHANNEL

THE WORKSHOP WILL TAKE PLACE ON WEDNESDAY MAY 29 FROM 1 PM TO 4:30 PM IN SMALL HALL AT THE CONGRESS CENTRE AND IS PART OF THE FILM INDUSTRY PROGRAM AND CZECH TELEVISION DAY DURING THE 53<sup>rd</sup> ANNUAL FILM FESTIVAL IN ZLÍN. THE EVENT IS OPEN TO THE PUBLIC, NO REGISTRATION NECESSARY.

For the festival attendees, media and students, Czech Television has organized a workshop on ČT:D, the Children's Channel, which will be launched on August 31, 2013. The objective of this workshop is to present the concept and programming of the upcoming children's channel in the context of European public broadcasting services for children and the children's productions of Czech Television, as well as to open a dedicated discussion.

At 16:45 PM in the University Center lounge, a meeting with the press will take place.



## SCHEDULE

1 PM – 1:40 PM	<b>Czech TV Children's Channel in a European context of public broadcasting services,</b> <b>Milan Šmíd</b> , Department of Journalism, Faculty of Social Science, Charles University A guest from another European children's public broadcasting service
1:40 PM – 2:25 PM	<b>The idea behind the ČT :D</b> , the Czech TV Children's Channel <b>Petr Dvořák</b> , CEO of Czech Television <b>Petr Koliha</b> , executive director of ČT :D
2:25 PM – 2:45 PM	<b>Labeling – labeling media content based on its suitability for young viewers</b> <b>Kateřina Kalistová</b> , chairwoman of the Council for Radio and Television Broadcastings
2:45 PM – 3:00 PM	Coffee break
3 PM – 3:45 PM	<b>Czech Television in-house production of children's programs and the children's news program on ČT :D</b> <b>Barbara Johnsonová</b> , creative producer for ČT :D <b>Luděk Horký</b> , development manager for ČT :D <b>Petr Kopecký</b> , story editor of the children's news program on ČT :D
3:45 PM – 4:30 PM	<b>Children and new interactive media, media education</b> <b>Štěpánka Sunková</b> , chief editor of the children's website, Czech Television New Media Division <b>Josef Šlerka</b> , New Media Studies, Faculty of Arts, Charles University <b>Radim Wolák</b> , Centre for Media Studies, Department of Media Studies, Faculty of Social Sciences, Charles University