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Monitoring the media since 1993

Back to School for Journalists

Broadcast: 24 June 2007

Jeremy: At what extent is the media in this country engaging with the so-called Y-Generation, reporting it properly, in context and with some form of understanding. While fewer and fewer young South Africans happier on My Space and You Tube rather than between the pages of a magazine or listening to a news bulletin on radio. Also are journalists taught to report youth issues properly?

And my guests before we ask that question, do we as a body of journalist, actually know what those issues are?

Let's broadly the outline to another in our series of radio conferences today in association with the Media Monitoring Project and the Open Society Foundation as we look his morning at the youth and the media.

We have a big panel with us this morning. William Bird is the Director of the Media Monitoring Project, Anton Harber is the head of journalism in the media studies at Wits University here in Johannesburg, Thobeka Ndabula a photographer at the Sowetan newspaper, Carl Brophy is with us he is the editor of the Daily Voice Tabloid a little later Jovial Rantao the editor of the Sunday Independent, deputy editor of the Star he is also with the South African National Editors Forum and in between 10:30 and 11:00 o'clock today, Bernard Marguerite will be joining us president of an organization called The International Communications Forum; we will be talking to him in Warsaw in Poland.

William Bird a very good morning to you let me start with you first of all. What is the sense here, as a body politic, the media itself are we missing the mark when it comes to reporting youth?

William: Hi good morning Jeremy. I think some media are, lets try and disaggregate certain media for example your internet sites, your mobile technologies, I think they are working very well in targeting youth. We saw for example however at the World Editors Forum that took place in Cape Town just a couple of weeks ago that there was a very much emphasis on the importance of targeting young people.

If you look at the statistics for South Africa which we did just in the preparation for this we see that people under the age of 25 make up more than 50% of our population yet according to these figures that were available the average age of readers of newspapers particularly is over fifty which suggests that there is some

kind of a clear issue and often when you talk to young people about whether or not they are engaged with newspapers and read newspapers the answer is usually no.

But there is a difference because once you start exposing them to media about why they should be reading it, about some the value that they can derive personally by reading and engaging with newspapers then some of those things start to change. So I think with the right initiatives and with the right emphasis and critically by hearing what the young people particularly have to say we'll start to get somewhere. The principle issue is that in general terms they don't tend to make the media particularly they don't tend to make much of the news media. So if you're not in the news why do you want to bother listening, watching or reading the news?

Jeremy: We are going to bring Anton Harbor into the conversation. Anton a very good morning to you, has traditional media lost the ear and the eye of young South Africans do you think?

Anton: Good morning Jeremy, certainly all the evidence around the world generally is that newspapers in particular are failing to attract young readers. and it's a lesser of a problem in this country where the average readers is lower than a lot of places like in the United states

But I think more generally there is a sense that young people in a society like ours need to be given voice need to be seen and heard and be part of the media setup and not just be covered in the very narrow way in which they have been currently covered.

Jeremy: And Anton, why are they not given a voice, why is media by passing them?

Anton: Well largely because media is in the hands of older people firstly, second of all there are particular issues in concerns around covering younger people and children in particular and I think that's part of what we want to look at is how you can successfully create media both for and about younger people while trading the difficult ethical and legal lines that are drawn around it.

Jeremy: Carl Brophy editor of the Daily Voice, you are at the front line, you actually have to do the job. How difficult is it to bring young people into the columns of your newspaper and address the real issues that they are facing?

Carl: It is difficult because it should be pointed that we don't actually target young people, it depends on what you term young people as. Our interest are readers between the ages of 18 and 30 or 18 and 35, certainly we don't target our newspaper to people below the age of 18 because the elements of our context will be unsuitable for them.

But probably more than most other newspapers in South Africa we do write about children an awful lot more and in any society its true to say that children are the most vulnerable in any society and because we tend to have our readership from a

lower LSM and a more vulnerable LSM market we have more vulnerable children in our target market and certainly we have covered an awful lot of very tragic stories focused around children. While we are generally aiming that coverage at the parents of children it's very important that we get our reporting on children right and engage on these issues.

Jeremy: But you haven't as a group, and I'm talking about the tabloid media, always got that right, have you? There have been accusations in the past that your headlines have always been a little lurid and you've been a little cavalier in your approach?

Carl: I think William will confirm this, I don't think any of the media has got it right all the time I think it would be pointless to single out the tabloids media. I think a recent report by the Media Monitoring Project showed and it didn't include our newspaper it included the broadsheet newspaper,

I think William will probably correct me on the statistics that children are misidentified in stories that they shouldn't be identified in one case out of ten and that included all the broadsheet media and we are the mainstream medium and the broadsheet media are the niche media and the niche media got it wrong as well so yes we do make mistakes occasionally, we endeavor not to its not in our interest to make mistakes and when we do we try to correct them and make sure that we don't make them again.

Jeremy: William do you want to step in here, was I being unpleasant to the to the nice Mr. Brophy?

William: No I mean certainly some of the particular instances that we have seen in recent times have come from some tabloids and I think the critical issue is because of the way they tend to target their newspapers they are the ones that tend to be the most sensational and the most dramatic and then very often when for example you get parliament talking about these things they tend to pick on them, but I do agree with Carl that it certainly isn't limited to the tabloid media and in fact one of the reasons that we've got the Daily Voice involved in this program is because they've seen that there is a particular issue that needs to be addressed and in fact they are going to be participating in this course that we'll be running with the Wits Journalism.

Jeremy: I'll get Anton Harbor to explain in just a moment, but Thobeka Ndabula let me bring you into the conversation you work with the Sowetan Newspaper, you are a photographer.

Is there a different approach when it comes to writing about children as opposed to capturing the images?

Thobeka: Not really because as a team when we go on stories we discuss on which angle we are going to take and most of the time when we get there it happens that its actually going to be different and its not the way we planned it but as a photographer you just have to be creative. And what is important especially dealing with kids you need to ask for permission when a parent is involved we normally talk

to parents more than talking to kids which is actually wrong because we are supposed to ask for a kids permission if a parent agrees it doesn't mean that the child does agree. So we need to take an approach of talking to a child. If a child doesn't want to be identified, you still have to be creative and try to use it more sensitively in a way that a child will be happy to see the story.

Jeremy: Anton you raised this earlier when you spoke about restrains, do members of the media necessarily understand the rules of coverage when it comes to children?

Anton: Some do but I think what you see in many instances where those ethical and legal rules have been forgotten in recent years and I think it has been raised in parliament about the coverage of children, I think we are aware that we live in a society in which there is a particular problem around children and the abuse of children.

and I think what we are trying to do is stimulate a little more thought and discussion around a understanding of those rules and be understanding in a creative way of still covering these issues and children within these limitations.

Jeremy: Well lets talk a little bit about this graduate level course on reporting children in the media if I've got my understanding of this correctly it will be starting in August this year at the Wits University in conjunction with the Media Monitoring Project.

Anton why is this important, what was the genesis and what are you hoping to achieve?

Anton: In a lot of what we do in our journalism program at Wits is try and read what's needed out there among journalists and what is of interest at the moment.

Jeremy: What specific issues will this course be tackling?

Anton: Well the course will cover the legal and ethical issues and it will try and equip somebody with a great deal of knowledge of how to cover all sorts of children issues.

Jeremy: William Bird let me just bring you into the conversation again. You have brought with you conversations with some young people that the Media Monitoring Project engaged with. Just set that up for us.

William: Because an integral part of this course will be working with children in particular, we felt that we needed to make sure that there were children that the journalist would like to speak to. So these children what we've been doing with

them is introducing them to the idea and the importance and role of media critically and news media.

And the fascinating thing that I think you'll start to hear is that you exposed children to news they actually really get very excited and they get very involved and they see it as a very integral part of their lives.

Jeremy: Let's take a listen.

Kids: Hi I'm Ezra., in grade seven at Saxonwold Primary school.

Hi my name is Andre.....I'm a learner at Saxonwold Primary, in grade six.

Hello my name is Abongile I'm from Saxonwold Primary and I'm in grade seven.

Hi my name is Erin I'm in grade six and I go to Saxonwold Primary school.

Erin: I'd say my general knowledge is at a good standard because I do watch the news and I try and keep on track with what's going on around the world.

Judith: Do you prefer TV news or newspaper news?

Erin: TV news.

Judith: Why?

Erin: newspaper news sometimes its very hard to understand newspaper news. TV news is generally simpler.

Girl: I prefer TV news. You get to see the picture and it puts you on a more clear level.

Girl: I feel newspapers they show more about adults and adults and adults. So wherever you go even in the newspapers you find adults all the time. So I prefer reading the part where it writes about children and I'm a child and I like reading about what children out there do whether it's good or bad, whether its for their benefit or not so I'll know and I can then choose what's good for me and what isn't.

Judith: Do you read the newspapers?

Erin: Sometimes yes.

Judith: What do you like about the newspapers?

Erin: Well I like the stories that involve children. Like just the other day I read a story about children that lose sleep. Their education isn't as good because it starts slowing down their brain and their parents should get them up and ensure their children are going to bed on time.

Abongile: I think my general knowledge is very good because I do pay attention to the news.

Judith: What would you like to say to the media about children?

Andre: They don't really don't let children tell their stories; they mostly represent them as victims not as survivors as such. And there aren't enough good stories about children, like children saving the day or something along those lines.

Judith: What type of stories would you like to see in the media about children?

Andre: Stories of children who have faced hardships, who overcame the hardships and they have got to see it from their points of view.

Girl: We are the future; we are the future generation that is going to make this country even better and improve on it or improve the standards of living. And I think that it should be made curriculum for every media group that they should also include children even more because children are becoming more involved in the world today they do great things in the world and its not only about the adults that have great jobs like the president and all that. Because there are a whole other children that do school work and they get to travel around and they get to interview presidents themselves. Those are the children even ordinary children that get sport colors at schools that should be put in the newspapers or in TV or the newspapers etc.

Judith: And what do you like the least?

Girl: The celebrities' part.

Erin: Obviously I do watch and I do learn about it but I don't like the stories about children being thrown into dustbins and left behind in wells and that kind of thing it is really heart sore.

Girl: You know sometimes on the news when they report it sometimes they will apologize for it because they feel like not only adults watched it and they will apologize they will say they apologize for the images that may offend sensitive viewers but sometimes they don't and I think that's a dangerous thing to do because children if they see something they will experiment. If you don't teach them right from wrong they will experiment and I think that should be an important role that the media should play so we know what not to do.

Abongile: The TV news you get to see visuals and you understand more about the story that is going on and at times the newspapers are good but I think is harder as a child to go through the newspaper everyday so news hard for me.

Erin: I'd like to see stories about children that are doing well and children that are going through hard times and are making it through the struggles. I'd like to see stories like that.

Judith: More of those stories.

Erin: Yes

Judith: Currently you are seeing what type of stories?

Erin: I'm seeing stories like the current strike that is on. I think they should concentrate more on children, how it is affecting the children. They are always interviewing the teachers, the principals and the people who are striking but never the children.

Abongile: Whether you support the unions or you support the government, it is a crisis towards us kids because we haven't completed our curriculum in that end and it is putting us behind.

Girl: The media is a very powerful source, it is very powerful and it can change the world in many ways and I think they shouldn't take advantage of that. Because I find that when I read newspapers mostly, people say things that other people didn't say and there is nothing wrong in saying what you feel, it your opinion, but its also to a point where you can twist things that you think it should be said that way.

Jeremy: A very honest assessment there.

Lets bring into the conversation Jovial Rantao editor of the Sunday Independent, deputy editor of the Star also wearing his South African National Editors Forum hat this morning Jovial a very good morning to you.

There was one piece in that little exert that was just played quoting a child that said children are often portrayed as victims and not survivors, there are not enough stories on children overcoming hardships.

I wonder to what extent that's true?

Jovial: Jeremy good morning. I think to a certain extent it is true. I don't think we are doing enough. I don't think that the situation is such that we don't publish stories of good role models for children or children role models and succeeding against the odds kind of stories. That is being done but I think like most of the stories we do it can never be enough. Then I think also it is heartening to hear these voices and it does make you think, really it does makes you think.

For instance there was this one child who said we write stories about the strike and how it affected everyone, the unions, the strikers and the government. And the children's voices were missing in our coverage and it makes me look back and look at our own coverage and ask myself whether we have been able to cover that angle and let the kids voices come through.

Jeremy: What's preventing you Jovial from doing that?

Jovial: There are all sorts of real practical issues that we have to deal with in the ground. One is that, you cannot see a child and interview them and photograph them. You've got to get the parents permission to do those kinds of things and an

issue that Thobeka raised earlier; you have to ask the child whether they want to do something like that. We cannot assume that if I say my child can be interviewed that the child must then be interviewed.

**Jeremy: Thobeka Ndabula, to what extent do you engage with that statement that said that children are portrayed as victims and not survivors?
And approach from a photographic perspective.**

Thobeka: That is so true, at the moment I have a story actually that we run on Friday of a survivor who happened to be nine months old who had to undergo an operation at the Walter Sisulu Pediatric Hospital. We actually portrayed her as a survivor and the nice thing about it is that they happened to give her an award.

Jeremy: Is it the exception on the rules, we tend to look at we don't have enough of those good news pictures as opposed to bad news ones?

Jovial: Perhaps I can step in here. I think what we need to do to ourselves much more than we are at the moment is to remain vigilant. It is very easy to have approached the stories that are talking about, from an angle that portrays the kid as a victim; it is the same that applies to the coverage of a woman who has been raped. You could portray her as victim or as a rape survivor.

So it is really making sure that even the news gathering processes, the reporters in the news room, the people who write your headlines, people are trained in such a way that they accept that if Jeremy and a newspaper which I work for wants to portray this kids for this reasons in a positive way, this is the way we have to do it.

Leadership has got to set the rules and yes there will be debates, there will be discussions but then people must just follow them.

Jeremy: Anton maybe you can also step in here, do stories about victims not just make a more compelling read sometimes than stories about survivors?

Anton: They can but I think we have to be aware of those who are vulnerable the seldom strict rule is a question of finding a balance between what is appropriate, and when it is appropriate ensuring we are not just presenting children for example in a particular light.

William: I think one of the critical things and I think it maybe what I think Thobeka was wanting to point out is that its not so much about whether there are survivors or not, in that specific terminology but it lies in how you choose to represent them.

So for example it requires quite a different mindset and it requires some very specialized skill in the way in the way that you approach telling these stories. So it is not about saying we shouldn't be telling these stories of tragedy and or of abuse but it's very much of how you choose to tell them that then further respects the Child's rights.

So there are ways for example where you have incredibly powerful images that convey the trauma, the tragedy or the emotional things that you really want to convey in a powerful news story but without identifying the child. So again it requires a fairly different approach. So instead of for example seeing when you think of African children, seeing them from a fairly high angle, looking down on them, swollen stomachs, flies on the eye, those kinds of stereotypes, its very much about showing children being able to do something. If you have a look today for example, today's the front page of the Sunday Times, there is a great picture of a child carrying a desk so there is something that people can immediately look at them and start to think about. It is very much about the way we choose to do these stories.

Jeremy: Jovial very quickly back to that exert that we played a little earlier there was also one other comment that spoke about newspapers focusing too much on celebrity news light. And again young South Africans and certainly that sample we spoke to didn't seem to like that.

To what extent is that an issue in broader coverage as it pertains to youth issues?

Jovial: It's a big issue Jeremy but I think that there in lies an opportunity for us to begin to hook the young people into newspapers. I have an eleven year old daughter and she dashes for the paper in the morning and the first section she goes for is the Tonight section in the star or any other entertainment piece in the paper.

Jeremy: Jovial at least she is reading the star which must make you happy I think.

Jovial: Yes it does but I, but as I said she is not interested, if you've got some entertainment on the front page or something to do with showbiz and music she will look at that but would not look at the story about the strike and other things.

Jeremy: Lets to the source now, William Bird if you can from the Media Monitoring Project. You have another group of children that you spoke to. Just set that up for us, what are they saying to us or what will they say to us?

William: Well its really an extension of the discussion we've just been having before which is talking about the broader role of media, so its not just about where we see them and what they are doing, but about what the actual role of media should be in terms of representing children and where they are and what they should be doing.

Jeremy: Let's take a listen.

Judith: Do you often discuss child specific stories with your parents?

Erin: well most of the time yes because my mother encourages me a lot to listen to the news and to read the newspapers especially if there is a story that she thinks I should know about.

Judith: Why is it important that both adults and children address this issue of how the media represents you as a child?

Girl: I feel that parents they are supposed to set great examples and are supposed to be role models for their children and if they show a positive attitude towards the media, then it will rub on to their children and give them a positive attitude towards the news and it will also teach them to watch the news critically not just to believe everything they hear but to also look, think and feel what's going on so that you can understand the news critically.

Erin: Children have, this is my example, a better understanding of things at a certain age and as they grow up they lose that understanding because of the influences around them. So I think it is important to talk to children while they are still at that age where they can be influenced and they can still learn.

Abongile: The media in some way I think they exploit children's rights. Children aren't always shown as a good example; they are shown quite a lot that isn't very good. I think the media should probably put things that children will be able to show what they are doing well towards South Africa.

Judith: So you are saying there are a lot more negative stories about children as opposed to more positive stories?

Kid: Yes there are a lot more negative stories.

Girl: I know that lots of crime happens in South Africa and it is good to warn children about that but they should like I said before show children in a positive way, that they do well in school, that they need important people, that they are doing something, that they are going to be a great generation in ten years to come and they are going to make a difference in South Africa specifically.

Judith: Why is it important that both adults and children address this issue of how media represents children? Why should we keep talking about it?

Erin: Children haven't been brought into the media enough and a lot of times they don't really see the children's perspective, how the children feel about something and maybe they want a child to do this and that and the child wouldn't want to do that and they wouldn't see that because they are not understanding how the child's brain is working.

So I think that's why it is very important for both parents and children to be introduced into the subject.

Andre: For children it is important because they will grow up to and they'll change all around them for either better or for worse. So it is important for adults to educate their children because the education will influence the children to maybe make the world for better or for worse.

Jeremy: Obviously parents and caregivers have a very important role to play as far as this particular issue is concerned.

We will go around the table and get a view from each of our panelists on that particular issue that have just been raised in that exert. But let me introduce to you Bernard Marguerite who is the president of an organization called The International Communications Forum and Bernard a very good morning to you.

We are talking to you from Poland I understand graphing this issue this morning of children and media.

Obviously it is not just an issue that we are facing in this country but it is an international issue as well. So to what extent globally do you think the media is failing children?

Bernard: Well first I will say that I'm amazed and very impressed by the wisdom the children we just heard and I think that we in the media should try to be as wise as they are.

I think we have an important mission, unfortunately many people in the media have forgotten that we are here to serve the public, and among the public, the family and children of course and that's really a pity.

The role of the media to me is very simple, it is really to tell the citizens what is happening and what is happening around him or her and what various actors in the public scene want to do with that so that the citizen understands what is happening around him or her and is in a position to make up his or her own mind. And therefore being simply a citizen.

If we do not do that, we do not have a democracy. It is as simple as that and we see it in the western world for example under the impact of globalization as well that the problem is mounting.

In France for example, only 17 or 18 percent of the people say that they respect journalists, we are just a bunch of second hand car dealers and that's certainly not a place we hope to have and we are here to make the society better to help the people make up their own minds and to therefore be in a position to change what is going on around.

Unfortunately we are seen as looking for money making professionally, infotainment and all these things and we are forgetting the basic issues of society and among those certainly in the first place are the children and the voice of the children.

Jeremy: Bernard I'll get back to you in just a moment but Thobeka Ndabula from the Sowetan, the point that Bernard has just raised about the wisdom of the children that's contained in those two exert that we just heard. Do you think we give children enough credit I wonder? We tend to tell them what they want but I wonder if we actually listen enough and engage, I tend to think not.

Thobeka: We actually don't. I think this is what we are trying and Media Monitoring Project is trying to do, that we should try and give them a platform and actually listen to them, because the more we listen to them the more we are going to create stuff that they are happy to read and hear what we have to say about them and especially look for positive things that they do and that they should try to know that the media is there for them and its not really as the other vox-pop said that we actually concentrate as the strike was going on, we actually concentrate on the teachers and others and not them.

So I think we should just go and cover what they do.

Jeremy: Anton Harber, do we undervalue the contribution and the wisdom of children sometimes in this particular discussion?

Anton: I think that we can do a great deal to cover and report on them as participating members of our society and understand the value of their wisdom as children. Clearly it is a different wisdom from an adult's wisdom but one we can undervalue.

Jeremy if I can raise something else. I think media literacy is so important in our current society and I think that the critical factor is that there is so little training of media literacy in our schools and for our young people to bring them into understand and cope with our media world.

Jeremy: What would that entail Anton?

Anton: It needs to be introduced into school curriculum, some kind of facilitation for children to know and understand media and its role and how it works and how they can use it

Jeremy: Carl Brophy from the Daily Voice. What do you make of that; do you agree with Anton Harbar that we have issues of media literacy at our schools?

Carl: Yes in the context of my newspaper it is probably a retardant argument because obviously I would be having a far more interesting discussion and a far more readership if my newspaper targeted children but yes there are issues about media literacy but we do see it seems to be heading to a more media literate society and that newspaper sales are going up almost daily.

Jeremy: Ok Jovial what then can newspapers themselves, newspapers do to promote media literacy in schools to Anton Harbers' part?

Jovial: I think we are doing a number of things. I know at the Star we publish primary matters and publications like that aimed at helping kids use this paper as a form of tool of education.

Jeremy: But do you know Jovial whether children are in fact engaging with that supplement?

Jovial: Yes we do because we got phenomenal feedback on the supplements. But I think what Anton is raising is whether kids should not be taught media as a part of their curriculum something which I think is actually a good idea because if you look at the situation we are at now, the kind of powerful media that the kids are exposed to whether it is cell phones or Ipods, TV or the Internet. We need to be ready to prepare them for these things including newspapers as well.

Jeremy: Bernard Marguerite in Poland let me return to you then, what is the international experience about media literacy in schools. Do you have something similar that might occur in Poland perhaps?

Bernard: Well there is very little actually they are just starting now actually because the media used to be the voice of the voiceless but the children are no longer voiceless anymore they have very many blogs and they are expressing their concerns and their views.

What we have to do it seems to me is first to fight against the trivialization of our agenda and go back to the more important topic of the society and the children is one of those topics and also to be concerned about positive information and positive news not only with censorship and with bad news we all confronted with.

But I'm looking harder at South Africa and what you have been doing. I am amazed, I've been to South Africa and talking to people like William Bird, Professor Harber and Professor Guy Berger many others. The Media Monitoring Project is doing such a good job and we are looking to you to show us the way.

Jeremy: There you go Mr. Bird some unsolicited endorsement. Let's pick up on that issue of parents and care givers. What role do they play in this dynamic of greater media literacy among our young South Africans?

William: Well critically they can play a key role initially by just purchasing news medium and getting involved in it themselves really. But I think I want to approach it from just the other way around which is to say this, if you just start to target children not necessarily but if you start to listen to what they say and start representing their voices they to read the newspapers and if your child reads a newspaper it means that not just that child, but that child's friends, their relatives, their relations and critically their care givers.

So that in fact instead of media literacy being a downward thing coming from adults, its something that has an upward learning experience, because a lot of people reading the tabloids for example they never have the benefit of media literacy for example and in fact what we find with a lot of the children that we work with is that the adults, the parent say you know what we've learnt something from our children today about news.

Jeremy: Having said that Jovial, do parents though have to, in a more traditional sense to the word, act as a filter in any way?

Jovial: I think the traditional role of parents' remains. I think one thing we must not forget as we discuss issues that are supposed to empower, recognize the role and rights of children that children must remain children and parents must remain parents and the role of parents as guardians and as filters as you put it Jeremy must remain.

Jeremy: Anton Harber what's your view on this. What role do parents have to play and I suppose the starting point as William Bird says this morning is to just go out and buy a newspaper and I guess maybe sit down together and read together?

Anton: I have to agree with Jovial very strongly that there has been a recent debate about children's access to material in the media and a chance to self control, self regulate but ultimately it's the responsibility of parents to guide there children about how and what media they consume.

Ironically of course, our children are so much more agile with new media that us that they have a great deal to teach us around issues.

Jeremy: Having said that Anton does this mean that traditional media is going to get by passed as they engaged with blogs and you know I mentioned earlier you know things like My Space and You Tube?

Anton: Clearly children are rushing to the My Space and You Tubes of the world and at home with that media well I think part of what we are trying to say is that the traditional media like the newspapers, you know You Tube for example is not a news medium and wanting our children to engage in a useful way with news mediums, traditional news medium as well is of great value

Jeremy: Carl Brophy are you confident that we'll see more engagement as we springboard from this debate?

Carl: Well I hope, the argument that children are by-passing newspapers to go to You Tube and the Internet is a bit of a fault one because I think we shouldn't kid ourselves, children have never in any great numbers in any society consumed media in a large way and its just why they are children.

I don't think they have a franchise they don't vote and generally as they get older they will start to consume media and start getting responsibilities and paying taxes and looking for work, they will have an interest in the media and that's just the way things work.

Its very important, and our primary concern has to be the ultimate responsibility of the parents to control what their children consume, and the second one is that we have to endeavor not to do any harm those should be our guiding principles on going forward.

Jeremy: Thobeka Ndabula from the Sowetan, just a quick view in closing. What do you think we've achieved in this discussion this morning, what are the challenges that lie ahead for media.

Thobeka: The deep challenge that every reporters or photographers should know is that every child, my take is that every child is my child and when I go out on a story I actually overview the story in the paper and obviously think how a child will respond from the story. So I think when you go out you just have to think of kids, how are they going to view the story.

Jeremy: I think that's an excellent place to leave it. My thanks to William Bird of the Media Monitoring Project, Anton Harber head of the journalism and media studies department at the Wits university, Thobeka Ndabula you've just heard her, photographer at the Sowetan, Carl Brophy from the Daily Voice, the editor of the Tabloid, Jovial Rantao editor of the Sunday Independent and deputy editor of the Star here in Johannesburg also with the South African National Editors Forum and I Poland president of the International Communication Forum, Bernard Marguerite thank you very much for joining us.

I'm Jeremy Maggs good-bye, thank you for listening and enjoy what's left of the weekend.