



THE MEDIA COUNCIL
FOR CHILDREN AND YOUNG PEOPLE IN DENMARK

29th January 2007

On the 6th of February 2007, the Insafe network will celebrate the fourth edition of Safer Internet Day. This is an annual high-profile event crowning the awareness activities of Insafe (www.saferinternet.org), which is the European safer internet network set up by the European Commission in 2004 to promote media literacy and the safe, ethical and efficient use of the internet and mobile phones.

Safer Internet Day celebrations will include a host of local, national and international initiatives organised by schools, institutions and organisations interested in improving the safety of children and young people on the internet.

In the lead up to the event, Insafe has launched a survey to evaluate the risks youngsters take online and a competition for schools on the themes e-Privacy, Netiquette and the Power of Images. On Safer Internet Day more than 200 schools will upload their digital entries to a worldwide "blogathon", where they will be joined by a further 150 organizations posting on this year's theme "Crossing Borders". The blogathon will stay online for comments from 6th – 13th February 2007.

The Online Media Room

The most important aspect of our actions is to spread the crucial ideas of the awareness project among as many internet users as possible. Therefore we would like to ask all media representatives to help us in promoting this pan-European initiative. For this purpose, an Online Media Room has been created. You are invited to publish anything you find on this site copyright-free on Safer Internet Day 2007.

The Online Media Room will consist of 'hands on' information about Safer Internet Day events, resources, survey data from around the world and articles. In the Media Room's five sections you will find:

SAFER INTERNET DAY

- Press releases
- Information about national and local activities as well as the 2007 Blogathon
- A picture gallery with photos from national events

MEDIA CORNER

- Thematic dossiers with material and articles on social networks, e-Privacy, Media Literacy, Cyberbullying, Gaming and Mobile phones

The Media Council for Children and Young People
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- TV-clips

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CHILDREN/YOUTH CORNER

- Games and Quizzes

FIRST AID KIT

- Basic Internet & mobile safety tips
- Contact information for national Hotlines
- Free tools to protect yourself and your computer

NATIONAL CONTACTS

- Information on Insafe network nodes and press contacts

The Online Media Room will open on the February 1st 2007 at www.saferinternet.org We hope that you will find it useful, and look forward to receiving your feedback. Please don't hesitate to contact us for further information on the Media Room or Safer Internet Day, or for any queries you may have about safety on internet and mobile phones.

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