

DarDolphin and the Saudi Media Campaign for Children's Rights Awareness

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Six comic books, five songs and four animation movies has been produced by DarDolphin for the Saudi Media Campaign for Children's Rights Awareness.

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New Saudi TV channel to focus on children's rights

Sana TV, the first Saudi TV channel dedicated to educating children about their rights in society, will start broadcasting this month, the Saudi Gazette has reported. The new satellite channel will broadcast in Arabic 24 hours a day from Cairo, and will feature cartoons and songs designed by international child behaviour specialists in cooperation with the kingdom's Ministry of Culture and Information's Children's Rights Awareness campaign, which the ministry has launched to reduce the increasing number of cases of violence against children in Saudi Arabia.

AMEInfo: Saudi Arabia: Wednesday, July 01 - 2009 at 11:17

Nickelodeon gets recognition from Saudi Media Campaign for Children's Rights Awareness

The Middle East-based Nickelodeon, the Arabic-language version of the world's most popular children's entertainment brand, has been recognized by the Saudi Media Campaign for Children's Rights Awareness, a campaign that is supported by UNICEF and the Ministry of Education as a leading media sponsor.

The innovative campaign aims to increase awareness through educating children and other groups in society, including parents, journalists, teachers and social workers, about children's rights in Saudi Arabia and beyond.

At a special ceremony, Minister of Culture and Information Abdul Aziz Khoja gave Nickelodeon Channel Manager Leila Almaeena a plaque of appreciation for the channel's efforts, which will include airing and promoting a specially produced cartoon series that educates children on their rights.

"We at Nickelodeon are thrilled about being part of an initiative that puts kids first," Almaeena said. "We believe that children have innate rights that should be recognized, and all of our programming and activities reflect those principles in providing a space where all kids are heard and respected. We want to thank the Saudi Media Campaign for Children's Rights and Awareness for asking us to be part of this initiative and we look forward to a successful campaign where we teach children that they are worth protection, love and respect."

Nickelodeon was launched in July 2007 and is host to some of the world's most popular children's programs, such as Sponge Bob Squarepants and Dora the Explorer. The network regularly incorporates awareness campaigns as part of its corporate social responsibility activities across all markets.

The campaign recognizes 10 main rights under the "Children's Rights" umbrella — the right to growth and development, the right to respect the child's identity and culture, the right to rest and make use of leisure time, the right to a suitable financial status, the right of disabled children to live a pleasant life, the right to a home, the right to an education, the right to express opinions, the right to care and guidance, and the right to health care.

"So much of what Nickelodeon does is about encouraging children to be involved in and curious about the world around them — active, engaged, and confident. We fully support the goals of the media campaign as we are behind all our pro-social initiatives for 2009 including Nicktrition, which will raise awareness on the problem of obesity in children," Almaeena added.

The campaign will run across print, television, radio and online media around the Middle East.
Arab News: Monday 6 April 2009 (10 Rabi` al-Thani 1430)