

# ESMA300NA CHANNELS EGYPT'S CHILDREN'S VOICES



**N**okia, the Swedish International Development Agency (SIDA) and Plan Egypt give a voice to Egypt's youth with Esma300na, (Hear us Out!) a joint program to advocate children's rights in partnership with alkarma edutainment.

The project is based on a public private partnership to train youth leaders on child rights and media skills to raise awareness and promote debate on a national level to improve the lives of millions of Egyptian youth.

A weekly TV series aired every Friday on channel one, the primary goal of Esma300na is to improve the lives of millions of children allowing them to voice their problems and concerns on national television. Esma300na also aims to provide accurate information on the needs of young people that will assist in enlightened decision-making and action around these critical issues. Some of the upcoming themes for the show include gender equality, inclusion of marginalized children, female circumcision, and the right to education for all.

More than 2,000 children are involved in the development and production of the TV show Esma300na. The first episode was aired on January 11, 2008 at 11:00 am. After only two weeks of airing the program, partners have received requests for Esma300na to be submitted in the national television award festivals. ■

## 'Living Together Cairo' upcoming events



**L**iving Together: Cairo' Film Screening and Press Conference titled "An Awareness Raising Event" takes place on Wednesday March 19th from 7 to 9 pm on the 6th Floor Lounge, Hill House, Main Campus of the American University in Cairo. It will feature a panel discussion, which includes VIP (Mohammad Shawky Hassan), Refugees Without Protection (Ahmed Badawy and Waddah Ibn Edris Tabr) and Rightful but Rightless (Juliana Tafur)

This event is in cooperation with Tadamon - The Egyptian Refugee Multicultural Council, Forced Migration and Refugee Studies, freeDimensional, and Inklusion.

The Graduation ceremony and Public Lecture of 'Living Together: Cairo' is held on Monday March 24th from 6 to 8 pm at the Oriental Hall, Main Campus of the university. In cooperation with the Gerhart Center for Philanthropy and Civic Engagement, the event will feature Dr. Ismail Serag El-Din (Director of Bibliotheca Alexandrina), the keynote speaker on 'Partnerships between Private Sector and Youth Initiatives to Promote Social Responsibility' ■