

“UNITING AND ENGAGING FAMILIES WORLDWIDE WITH CHILDREN’S STORIES”  
JAN-WILLEM BULT/NETHERLANDS

Goodmorning. Happy to be back in Turkey.

This time I will take you on a little tour through my personal world of children’s stories that unite and engage families worldwide.

As a creator/director/producer I’ve been working in 40 countries. The highest education that I followed without obtaining a certificate.

Here you see some of the posters that represent my creations, productions and coproductions.

Since 1999 I’m working with my philosophy Children In The Centre.

It’s based on a strong believe in the autonomy of children. And it represents 5 values that you will find as the foundation in all of my projects.

In this presentation I will focus on value number 1: Family. The place that can deliver the most distinctive aspect of education, of growing up.

In reality. And also in media!

But let’s be honest: there’s basically a huge conflict between the world of adults and the world of children. About what we expect of each other, the different way we understand languages and images.

This can easily lead to many misunderstandings.

Watch this Japanese commercial.

For this boy the nurse was the adult that he needed to make himself understood.

We, creators, producers, broadcasters, we can also be that adult.

By telling real and true children’s stories we can contribute to uniting and engaging families.

I’ve experienced an important aspect in making programs and films to bring children and adults watching together: Visual Storytelling.

The younger the children are the more visually oriented they are.

And the more visual you produce, the more intense the emotional connection with the screen you can create.

Here’s a scene from of a short drama film that I wrote and coproduced “Joey’s First Fight”  
Joey is training for his first boxing fight and visits his grandfather.

By putting the children in the centre and bringing in adults that support them, we can create stories that can really support children in their growing up but will also bring the family together watching it. And sharing the emotions and information that these stories provoke.

To me there's a big misunderstanding today that children's tv should only tell happy stories. Without any doubt they need a happiness factor and at least a hopeful ending, but happiness means much more when it's not obvious. When it for instance comes from conflict.

It will deepen the experience of children and families and support them in their relationships.

Here's an episode of a preschool dramaseries that I developed "Sien van Sellingen". In a total of 10 episodes of about 9 minutes each we learn how 5 year old Sien and her family are dealing with everyday conflicts, challenges and happinesses.

An episode about conflict resolution, responsibilities and the power of the family. Eventhough the series is broadcasted inside a preschool tv block, the high level of production and visual storytelling made it one of the most successful family viewings in the Netherlands the past years.

Since last year I became responsible of an international cooperation in news, opinions and stories from the perspective of kids.

Currently 16 countries produce, exchange and broadcast each other materials.

And weekly we produce a world edition that exclusively shows the latest items from the network and is shown in and outside the network.

Here's an example of the section of the program called Wass Up?! in which we give a short impression of things that are happening around the world.

News for kids programs are among the best watched tv programs in the world.

Here you see that NOS Jeugdjournaal is clearly leading the charts in the Netherlands. It has a share of almost 50%. And these are only the children's ratings. What they don't show is that on average about 2x as much adults watch with them. Definitely family viewing!

Since last month we've launched a unique new website for PC and mobile devices.

[wadadanewsforkids.org](http://wadadanewsforkids.org)

Now there is one address where you can watch all the last news, opinions and stories updates from the perspective of children and youth around the world.

A global community connecting diversity.

[wadadanewsforkids.org](http://wadadanewsforkids.org)

How about having Turkey in next year?

Thank you!