

Clarín X at Children's Museum

Categories: BRAND/Playing with News

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Clarín X at Children's Museum



- Leading media group in Argentina. One of the most important in the Spanish-speaking world.
- It is organized and operates in Argentina and its controlling shareholders and management are Argentine.
- It is present in print media, radio, television, Internet and in the cable industry.



- Clarín is the flagship newspaper for the Argentine society. Each day it reaches 450,000 Argentines who trust in the professionalism and independence of its journalists.
- Its pages have portrayed local and international reality with an unparalleled approach for the last 70 years. Its newsroom has the largest team of journalists in Argentina, renown for its quality standards and professionalism.
- It is the most internationally awarded Argentine newspaper.



Clarín X at Children's Museum

Girls and boys learn through play:

How the newspaper is developed



How to create the comic strips that entertain adults and children from Clarín's back cover



How to write a piece of news





Clarín X at Children's Museum

MUSEO DE LOS NIÑOS

It is an interactive museum which recreates the spaces of a city where children can playat being doctors, journalists, builders, camerapersons, dentists, captains, legislators, sailors, bank employees, cooks, announcers, nurses, actors and actresses, mothers and fathers; and many other things!!

<http://www.museoabasto.org.ar>

It is the only Children's Museum in the world that offers spaces based on the concept of a "city."

It is an alternative enriching learning environment which incorporates play, movement, perception, comprehension and expression, sparking curiosity, interest in learning and imagination with a transformative approach.

Leading companies engaged in different activities have a presence in the Museum. Grupo Clarín is present in the modules "Radio" "Television" and "The newspaper."

The Museum is based on the Declaration of the Rights of the Child and has been designed to foster the development of each child's own potential: "Learning by doing" and "Playing and having fun while learning" are the key concepts.

It is located in Buenos Aires, Argentina, in one of the country's most important and most visited malls.

It is designed for girls and boys from 0 to 12 years.



Clarín X at Children's Museum

The Space has three modules

Clarín's
Front
Cover

The
Sports
Section

Clarín's
Back
Cover



Children may visit the space alone or accompanied by guides that explain the different sections of the newspaper and the activities they may carry out.



Clarín's Front Cover



Behind a giant cover of the newspaper, children find an interactive newsroom in which they learn to write their own piece of news, following a scheme similar to that used by a professional journalist.

With a special software created to such end, children choose the section for which they want to write and the subject of the piece of news. They write it, choose how to illustrate it, write a title, a subtitle and a caption.

It is an interactive dynamic user-friendly software developed by Clarín and Museo de los Niños.

Once the news article has been finished, children may take a printed copy of the newspaper they created.



Clarín X at Children's Museum

The Sports Section



Through a giant cover of Clarín's Sports Section, children can enter a mini sports stadium where they can play football, basketball and carry out other activities with balls. It is one of the most visited spaces.

They can also play at being sports announcers in a broadcast booth where they can use sound effects, advertising slots and everything necessary for broadcasting matches. There are grandstands so that parents can also take part.



Clarín X at Children's Museum

Clarín's back cover invites children to take part in a creative experience: Graphic humor.

Children can trace their favorite comic strip characters and draw their own comic.

They can find information about the comic writers who have made readers laugh and think for years from the newspaper's back cover.

The comic strips featured at the stand were specially created by these artists for this space focusing on the Rights of the Child.

Clarín's
Back
Cover

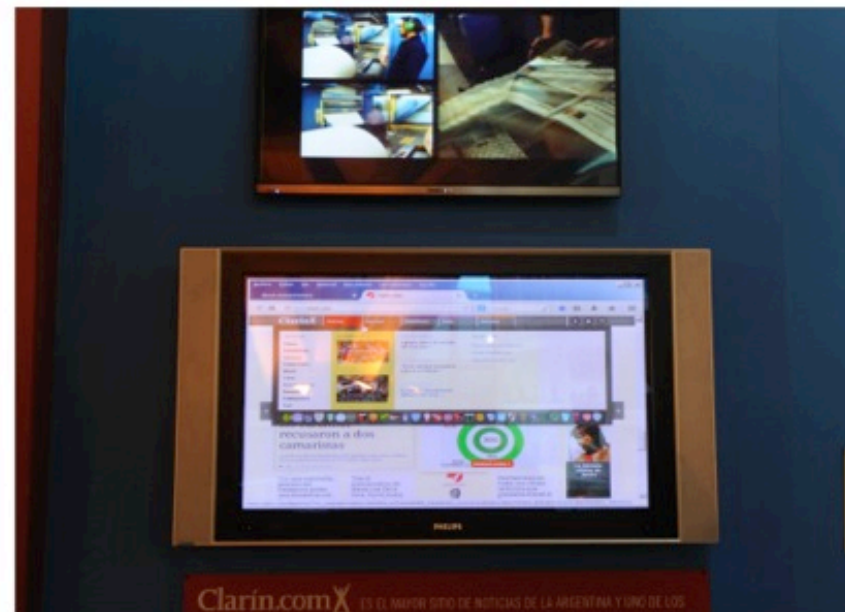


Clarín X at Children's Museum

The space also has...



A newsstand.
Children can take a look at the publications published by Grupo Clarín's media and parents can also take a look at them while they accompany their children.



A giant interactive screen for adults to read Diario Clarín's edition of the day.

The different activities offered at the space suit visitors of all ages, from 0 to 12 years: There is room for writing, reading, playing and drawing.



Clarín X at Children's Museum

Purposes of the space



That children become familiar with the newspaper and learn about all the stages involved.

That children learn how to write a piece of news and become "journalists for a while."

That children may think about the role of the press in democracy and the importance of freedom of speech.

Decía Mariano Moreno (1778-1811)

... La libertad de prensa es tan justa como la libertad de pensar y de hablar. Atacar esta libertad sería como atar el pensamiento, la lengua, las manos o los pies de todos los ciudadanos.

La libertad de prensa es necesaria para la instrucción pública, para el mejor Gobierno de la Nación y para su libertad civil, es decir, para evitar la tiranía de cualquier gobierno.

Quote by Mariano Moreno, (1778-1811) national hero and journalist of Argentina, featured on the stand's walls.

...Freedom of the press is as fair as freedom of thought and of speech. Attacking this freedom would be like binding the thoughts, the language, the hands or the feet of all the citizens.

Freedom of the press is necessary for state education, for a better National Government and for its civil freedom, i.e., to avoid the tyranny of any government.



Clarín X at Children's Museum

Management of the space



- The conception and design of the stand was jointly developed by Clarín and a team of experts of Museo de los Niños.
- Clarín's space was created in 2001 and is one of the spaces that has been present since the opening of the Museum.
- Clarín provided the overall guidelines to train the guides and the staff that work with the children at Clarín's space.
- The project involves an alliance with Fundación Museo de los Niños through an advertising barter transactions agreement, which is renewed every three years. Advertising is aimed at raising awareness of Museo de los Niños.



Clarín X at Children's Museum

Impact

- Over 450 thousand girls and boys visit the Museum and Clarín's stand each year.
- Over 50 thousand girls and boys visit the Museum in school field trips.
- 4,500,000 persons have visited Museo de los Niños.
- The media area is one of the most visited spaces of the Museum and at which visitors stay longer.
- It arouses great interest for school field trips. Teachers use



Clarín's space as a tool for the pedagogical approach of the media and freedom of speech. It also allows students to practice reporting, chronicling and writing.

- The experience was so successful that Clarín decided to have another space at Museo de los Niños in the City of Rosario, which has already been opened.
- A new Museo de los Niños is projected to be opened in another city of Argentina. Diario Clarín is already taking part in the new museum focusing its new space on the integration of the traditional newsroom into the digital newsroom.



Children enjoy playing at being "journalists for one day" and value this experience which may spark interest, curiosity and even vocation!

