

11 August 2009

Media competence training for four Cologne schools

MUNICH. Telefónica O₂ Germany informs young people about the opportunities and potential risks of new media like Internet and mobile phones within the series of Media Competence Days in the O₂ World on tour in Munich, Cologne and Hamburg. Together with O₂, the Institute for Media Education in Research and Practice (JFF) developed a concept aimed to train media competence. On 24 August 2009, the Media Competence Day will take place in the O₂ World on tour in Cologne.

The JFF und O₂ will inform about 300 students between 14 and 16 years of age from grammar schools, secondary schools and secondary modern schools in Cologne and the surroundings. Students from the Montessori-Hauptschule, the Grund- und Hauptschule Wuppertaler Straße, the Johannes Gutenberg-Schule as well as Adolph Kolping-Schule will participate.

The pedagogues of the JFF teach the students in Cologne how to deal responsibly with the mobile phone according to their age by short films, mobile phone clips and a quiz. Subsequently, the classes are allowed to be creative themselves and implement their own ideas in a self-produced spot for the mobile phone. "Our training concept playfully communicates the basic rules for dealing with the media", says Günther Anfang, Department Manager Media Practice at the JFF. "Young people are exposed to media stimuli from most varied sources. It is important that telecommunications providers actively invest in the education of young people."

Dr. Roland Kuntze who is in charge of Corporate Responsibility at Telefónica O₂ Germany, explains: "As a telecommunications provider, we want to train children and young people how to responsibly use the new media. The O₂ World on tour is a platform which we use to convey the excellent content of the JFF to a great number of young people."

The mobile entertainment arena O₂ World on tour has been on the road in Germany since May. The special thing about it: All O₂ events are free to visitors. Among others, Ich + Ich, the Quatsch Comedy Club and Thomas D will appear on stage in Cologne. More information about the O₂ World on tour is available at www.o2worldontour.de/.

A *Telefónica* company

Telefónica O₂ Germany GmbH & Co. OHG Georg-Brauchle-Ring 23-25 80992 München Deutschland www.o2.com/de

Ust.-Id.-Nr. DE 811 889 638. Amtsgericht München HRA 70343. Gesellschafter: Telefónica O₂ Germany Management GmbH.
Amtsgericht München HRB 109061 und Telefónica O₂ Germany Verwaltungs GmbH. Amtsgericht München HRB 121389, beide ebenda.
Geschäftsführer beider Gesellschafter: René Schuster, Vorsitzender. Antonio Botas Banuelos. Andrea Folgueiras. Markus Haas. André Krause. Johannes Pruchnow. Lutz Schüler. Carsten Wreth.



Telefónica O₂ Germany GmbH & Co. OHG belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has about 48 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

The JFF - Institut für Medienpädagogik in Forschung und Praxis was founded in 1949 and has addressed the use of media among the adolescent generation through research and pedagogic practice. One specific feature of the JFF is the combination of research and practice: The results of research are the basis for pedagogic models in education and cultural work with children and young people. In return, the scientific field gets important impetus from pedagogical practice.

More information:

Telefónica O₂ Germany GmbH & Co. OHG
Press Relations
Kerstin Gulden, spokesman
Georg-Brauchle-Ring 23-25
80992 Munich
t +49 (0) 89 2442-1212
f +49 (0) 89 2442-1209
e kerstin.gulden@o2.com

www.o2online.de/presse

JFF - Institut für Medienpädagogik in Forschung und Praxis
Günther Anfang
Pfälzer-Wald-Str. 64
81539 München
Fon +49 89 68 98 90
Fax +49 89 68 98 91 11
Email jff@jff.de
<http://www.jff.de>