

2nd of December 2010

Federal Minister of Family Affairs on the turntables: Dr. Kristina Schröder visits Think Big's young radio makers

MUNICH/BERLIN. In workshops 16 to 21 year-old hip hop fans from Berlin learnt everything what you have to know about the production of a radio broadcast. The project which is called „Zukunftsmusik reloaded“ was created by the Archiv der Jugendkulturen e.V. Berlin (Archive of youth cultures) in line with the Social Action Programme Think Big Media College. The Federal Minister of Family Affairs Dr. Kristina Schröder assumed the patronage for the joint program of the German Children and Youth Foundation and Telefónica O₂ Germany. “The initiative Think Big Media College arouses talents of children and young people”, said the patron of the initiative today in Berlin. “By means of the new media the adolescents can gain experiences in a new domain and develop new interests. As cameramen and -women, producers and stylists they put their energy and passion in own lyrics and video clips. The results are amazing and creative music videos and above all personal experiences that show: With engagement and fantasy you can achieve a lot! So all I can say: Keep it up!”

Today in the Archiv der Jugendkulturen e.V. the Federal Minister of Family Affairs in person handed several adolescents certificates as approval for the successful participation in the program. The young talents presented their project to Dr. Kristina Schröder, Dr. Heike Kahl, the executive director of DKJS and René Schuster, CEO of Telefónica O₂ Germany by playing abstracts of their radio broadcast, by showing a self made video about its creation and by demonstrating on the turntables what they learned in the DJ Workshop. Also the Federal Minister of Family Affairs took a chance on the turntables and allowed the young people to show her how to put on records.

The radio project of the Archiv der Jugendkulturen e.V. is one of ten selected model projects which are promoted by the Think Big Media College in all over Germany. The objectives of Think Big are to train young people in the use of digital media and to open up new vistas for their professional future and their lives hence. Dr. Heike Kahl about the program: “Young people today are reckoned deservedly as “Digital Natives”. So media competence means for us first of all that they benefit their abilities with the use of media to play an active part in society.”

With „Zukunftsmusik reloaded“ the adolescents showed that a professional handling of the new media creates the basic requirement for the transfer of own concerns and perspectives to the public. The young people got important tips and tricks from various media professionals like the triple champion in turntabling Pro Zeiko and the radio presenter Silke Super. The result: a two-hour radio broadcast which combines informations, interviews and music on a high level. True to this year's device of Think Big everything turned around hip hop and the central question: “What is respect?”. The broadcast was offered for publication to several regional radio stations.

A *Telefónica* company



Because Think Big 2010 is finished with today's event, René Schuster, CEO of Telefónica O₂ Germany, gives an outlook for 2011: "We are going to extend the program in Germany next year in order to reach thousands of young people in future. Also in 2011 we want to support young people in realizing their full potential – especially those who otherwise don't get easily access to any kind of promotion."

For further information see www.o2thinkbig.de

Think Big is a social action programme from O₂ with a special focus on supporting young people in the O₂ markets. The motto is: "We believe in young people". Think Big was developed in partnership with Fundación Telefónica, which brought its longstanding expertise in supporting children and youth work. Fundación Telefónica was founded in Spain in 1998 with the goal of creating long-term structures for social and cultural projects run by all the companies of the Telefónica Group, which includes O₂. Many O₂ employees have already participated in the Fundación Telefónica's Proniño Programme, which supports the education of more than 163,000 children in South America.

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 55 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

Deutsche Kinder- und Jugendstiftung (DKJS – German Children and Youth Foundation) is committed to helping young people in Germany grow up well while experiencing and learning a democratic culture of personal interaction. The organisation strengthens children in what they can accomplish and what moves them. It encourages young people to shape their own destiny in society and courageously take life into their own hands. In order to provide support, the foundation requires many committed peers. Therefore, the DKJS involves parents, adult chaperones and institutions in its programmes, while initiating reform processes: in kindergartens and schools, during the transition to professional life, and in family or local youth policy.

Press contacts:

Telefónica O₂ Germany GmbH & Co. OHG
Press Department
Kerstin Gulden, Press Officer
Georg-Brauchle-Ring 23–25
80992 Munich
t +49 (0)89 2442-1212
f +49 (0)89 2442-1209
e kerstin.gulden@o2.com
<http://www.o2.de/presse>



deutsche kinder- und jugendstiftung

Deutsche Kinder- und Jugendstiftung gemeinnützige GmbH
Programme Communication
Claudia Erdmann
Tempelhofer Ufer 11
10963 Berlin
t +49 (0)30 257676-79
f +49 (0)30 257676-10
e claudia.erdmann@dkjs.de
<http://www.dkjs.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. Andrea Folgueiras, Markus Haas, André Krause, Joachim Kugoth, Jens Prautzsch, Johannes Pruchnow, Lutz Schüler, Robert Simmeth, Carsten Wreth