



Kids Press Conference, NRK Super and “Supernytt”, Norway

“NRK Super and “Supernytt”, the news program in the department for children and their “Norway's PM Holds Coronavirus Press Conference For The Kids!” Norway’s prime minister and other political leaders held almost daily press conferences for adults. We therefore asked the Prime Minister’s Office whether we together could organize a press conference for children – where only children could ask questions and politicians answer. They immediately said yes and wrote in the press release: “The press conference is not open to adult journalists”. This was Monday 16th of March. We did it again Wednesday 15th of April. We told the kids on TV, our own app “Svar-o-meter” and on the social media platform TikTok to send us questions they would like answered, and we received thousands of questions from the children. We selected 20-30 questions each time, and the Prime Minister, the Minister of Knowledge and the Minister of Children and Family each time used 30 minutes to answer the questions. NRK 1 (adults), NRK Super (kids) and basically all major media in Norway aired the press conferences live. We also collected videos from the kids who had questions, and we edited a version of the press conference with these videos and published it in our regular news show the day after. This was a huge success, and international media as Financial Times, Huffington Post, Quartz, Reuters and many more made news stories about it. “

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