

<http://www.unicef.org/magic/index.html>

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All over the world, children and young people are contributing to a range of TV programmes, radio shows, newspapers, websites and other media projects, getting their voices heard and putting their hopes and concerns into the public arena.

The [MAGIC](#) website is UNICEF's (United Nations Children's Fund) response to the Oslo Challenge of 1999, which called on media professionals, educators, governments, organizations, parents, children and young people themselves to recognize the enormous potential of media to make the world a better place for children.