



EEMPS

**OUTPUT
SUMMARY**

MEDIANE

Media in Europe for Diversity Inclusiveness

EUROPEAN EXCHANGES OF MEDIA PRACTICES

Pair: **COE 63**

Youth in media – FAST FORWARD ***Case study on journalism practice in media production***

1. Exchange Partners

	Partner 1	Partner 2
Name and Surname	Sylvia SAMMUT	Ekaterina MARINOVA
Job title	<i>Manager</i>	<i>Editor</i>
Organisation / Media	Rooted Radio – Malta	NASO - Bulgaria

2. Summary

During the 2 exchange visits, the partners collected facts for the the production of a case study on the diversity component of the students' radio programs in Varna and Malta and the ethical aspects of the diversity coverage in 3 electronic media in Varna, Bulgaria and St Julian's Bay, Malta. Ethnic and religious differences, ethical values and attitudes to life, aspirations and social status, the role of the Church in the life of the young people were described in the study, also covering issues like the way the social diversity is depicted in the training of young people, interested in media studies.

During the exchange visits and the study of references, videos prior to the events and the interviews and meeting with the young people, studying media and professionals, interested in the development of the ethical standards in the media production.

The product of the exchange outlines 3 cases of media production in Malta and Bulgaria, promoting diversity management and ethics in youth media work.

The project will research the place of the young people in the media in Malta and Bulgaria and the decision-making power in media production.

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CONSEIL DE L'EUROPE

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3. Dissemination of the Output

The case study is available in English, Bulgarian and in an easy-to-read format in English and Bulgarian. Thus it is appropriate for people whose mother tongue is different from the one, spoken in the host country/the language of tuition; for people with special educational needs; for people who have not been familiar with media production and for the community in general; for self-advocates. These 3 versions of the case are disseminated to/and available upon request to:

a/ media professionals: editors, journalists, covering youth and social issues, college and university lecturers, working with young people, interested in journalism – 300 individuals from Varna and 500 actors on a national level;

b/ the EEMP and the case study were presented on 2 international events on social policy and mainstreaming, namely: the 9th International Forum on social policy issues in Varna, Bulgaria, held by EASPD – European Association of Social Service providers for people with disabilities – reaching to 400 actors in the disability field, including 30 representatives of media – electronic, radio, printed, bloggers. The other international event on social policy will be a project on media diversity with a Lithuania coalition of NGOs of and for people with disabilities from Bulgaria and Lithuania. Links to the publication on the news portals of the medias are available upon request

c/ in the course of the case study production 2 new Bulgarian medias showed interest in the promotion of the material: 1/ a Bulgarian disability online media, named: www.uvredania.net and 2/ a youth media portal: www.mediacafe.bg

4. Biographies of the authors

Sylvia Sammut - A Manager of a learning zone in one of the Maltese girl's schools with a number of students, coming from a disadvantaging background. With demonstrated professional achievements in personal support and self-determination of young girls, aged 10-14, Sylvia has worked on projects like: Anti-bullying in schools - a comics book, developed by girls, aged 10-14 and an editor of 2 books on identity-modern life, on women in human development. Sylvia is a Pestalozzi trainer and currently a mentor of a youth group, named ROOTED - managing a youth radio station. In 3-24r, Sylvia became the best Learning Zone manager in Malta: following an assessment of Learning Managers in Malta, conducted by the Ministry of Education. Professional interest in media: development of training content, development of inclusive media content, new technologies in media work; distance learning; entrepreneurship in media.

Ekaterina Marinova is a trained and practicing journalist, currently editing a newsletter on supported employment for people with disabilities in Bulgaria. She is also a trainer in media for young people, aged 15-24 and is a mentor of young people with physical impairments, leaving the state social care system in Bulgaria. Katya is a Chair of the National Life Skills Association in Bulgaria and is involved in the promotion of the media literacy as a life skill and a pre-condition for the active participation of the disadvantaged community members in the life of the community. Professional interests in media include: development of minority media, development of responsible media content, ethical aspects in media work, development of inclusive training/educational materials in media; production of inclusive/integrative advertisement; the role of the social media in the promotion of social causes.