

### EUROPEAN EXCHANGES OF MEDIA PRACTICES (EEMPs)



EEMPS

FAQs

FREQUENTLY

ASKED

QUESTIONS

#### WHAT IS A EUROPEAN EXCHANGE OF MEDIA PRACTICES (EEMPs)?

MEDIANE invites media professionals (journalists, journalism trainers, regulatory body staff members, editorial managers, journalism students etc.) to participate in European Exchanges of Media Practices (EEMPs). These exchanges intend to allow various groups of media actors to strengthen and enlarge their competences in terms of journalism training and practice or in media production.

The media exchanges represent a unique opportunity to share professional practices on the inclusion of diversity and non-discrimination in the design and production of media content. Additionally, the participants will be asked to describe how they found ways of including diversity and non-discrimination in their outputs. This feedback will be used to develop a self-monitoring and action-making tool for media outlets and professionals – the *Media Index for Diversity Inclusiveness* (MIDI).

#### KEY FACTS

##### **Travel and Financial Support**

A **fixed lump-sum grant of €500** for the 5 days of your exchange and a **pre-paid travel ticket** will be provided

##### **Exchange duration: two 5-day exchange period**

You will work for at least **5 days** with your exchange partner in his/her country. In return you will work with your European colleague for at least **5 days** in your country.

##### **Products and Presentation**

The products will consist of media reports, case studies and training exercises. They will be **accessible on the MEDIANE homepage** and you are encouraged to disseminate your product in your training school, media outlet, regulatory body etc.

##### **Feedback**

After your exchange you will be asked to write an **exchange report** and complete a short **evaluation survey**.

#### DIFFERENT WORKING FOCUS, DIFFERENT OUTPUTS ...!

*What are the expected results of a EEMPs?*

The media reports, training tools and case studies represent the main output of the media exchanges. Therefore, the main tasks are to:

- 1) **design and produce an output** (media report, case study or training exercise)

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- 2) **disseminate** the jointly produced **output** e.g. use the training tool in a workshop, broadcast the TV or radio report etc.
- 3) **feedback** (via the evaluation survey and exchange report) on your exchange experience and document recommendations to include diversity and non-discrimination in the design and production process of media content.

*What do I have to produce during a EEMPs?*

The output of a EEMPs includes all three components stated below:

1. The **MAIN OUTPUT**, consisting of one of the following :
  - **Media Report**  
*Written report:* max **10 pages with max 15000 characters** in any language  
*Radio and TV report:* max length **3 to 12 minutes** in any language
  - **Journalism Training Tool:** max **10 pages with max 15000 characters** in English or French; a model form will be provided
  - **Case Study:** max 10 pages with max 15000 characters in English or French
2. A **summary of the main output** (1500 characters) in English or French
3. An **exchange report** (5000 characters) including your feedback on the EEMPs, encountered problems, approaches used and recommendations of how to include diversity and non-discrimination in the design and production of media content.
4. Participate in an **evaluation survey**

*Who can participate?*

**1) Journalism and Media Production**

Journalists (Print, Radio, TV, Multimedia), Photographers, Photo Journalists, Video Journalists, Bloggers, Podcaster, Journalism Students

**2) Media and Journalism Training**

Journalism or media trainers/teachers, media literacy trainers, journalism lecturers, university staff etc.

**3) Journalism Practice**

Managers, publishers, editorial directors, regulatory or self-regulatory body staff members, staff members and volunteers of journalists' unions, etc.

*How can I enrol for the media exchange?*

**1) I do have a partner**

Both of you have to apply for an exchange by completing the EEMPs application form separately. Once your application is validated, we will contact you and your partner to ask you to finalise a joint work proposal. Please indicate the contact details of your partner in the application form.

**2) I do not have a partner**

You fill-in the EEMPs application form and the MEDIANE team will support you in your search for a suitable exchange partner. Please provide detailed information on your exchange ideas and also consult the "*How can I find an exchange partner?*" sections

*How can I find an exchange partner?*

The "**Matching Service**" is a virtual black board on the MEDIANE homepage which enables candidates to search for suitable exchange partners by posting their draft work proposals and relevant personal and organisation details. In the application form you can post a short text for the "Matching Service"

*How can I use the Facebook group "European Journalists for Diversity"?*

Join the **Facebook group "European Journalists for Diversity"** and post your exchange idea: This Facebook group is related to MEDIANE programme activities and includes around 400 European journalists.

*When can I take part in a European Exchange of Media Practice?*

You can schedule your media exchange **between 1 April 2013 and 15 December 2014**. However, please ensure to leave sufficient time for the return visit which should be finalized by 15. December 2014.

*When can I start with my exchange after I applied?*

If you have a partner, consider a **minimum of 6 weeks between your application and your first suggested exchange travel date**. This time is needed to process your application, the joint work proposal and to organise your travel. If you do not have a partner please keep in mind that the partner search process may take some time.

*Where can I do the media exchange?*

In any of the **28 EU member states** (Croatia joins the European Union on 1 July 2013), except in your own country.

*Do I have to be a EU citizen?*

No, but you have to be residing in one of the 28 member states of the European Union (Croatia joins the European Union on 1 July 2013)

*In which language do I have to produce my output?*

- You can produce **media reports** (print, broadcast, multimedia) in any language. But you have to provide at least a summary in English or French.
- The final report and summary of **training tools** or **case studies** have to be provided in English or French. For training tools a model form will be provided.