

Now in our tenth month, we continue to be amazed by the wave of creativity flowing from the young people working with our association partners and their friends, and the growing interest of local institutions, the academic world, and media professionals. We want to glance back at some moments of the project in these first ten months.

The launching of the project:

An international workshop in Lisbon - June 2011

The organization and curriculum of the workshop, designed for young people and their educators, were planned by NetOne in collaboration with Charisma Productions. We had an enrollment of forty. The program included:

- Theoretical section: Three lessons on media education presented by Professor Luciano di Mele (*Università Telematica Internazionale UNINETTUNO* in Rome, external partner of the project);
- A series of evening meetings with professionals in Communications, speaking about social networks, journalism and advertising;
- Four creative labs for the remainder of the days: these labs were highly appreciated by the young people because of the high quality of the material, the experimental style of creativity, and the multicultural atmosphere. We were able to disentangle from the babel of languages (Portuguese, English, Italian, German, Slovenian and Polish) by translating each other.



At the heart of the seminar, and to promote European citizenship, we spent one day in Lisbon - in order to experience it, to get to know it and then tell about it through photos, interviews, videos, and social and touristic advertisements presented in an evening of celebration open to the public.

Of great interest to the young people was the guided visit of the studios and the museum of RTP, Portugal's public broadcaster. RTP cordially welcomed us notwithstanding the intensive work of preparations for the live broadcasts of Portugal's elections two days later. An RTP team came on the first day of the workshop to shoot a news clip about the News&You seminar.



More vividly than words, the photos, videos and blogs created by the participants and their tutors tell us much about that unforgettable experience. During a feedback session, one young man said: "Thanks Europe, for giving us this opportunity!" and it was followed by everyone applauding.

Puntolab, a laboratory of civic communications

March 25, 2011 Italy, Rome, Scout Centre

■ The origins of PuntoLab:

The lab, inaugurated in May 2010 and was born from the experience of some journalists, television writers, actors, directors, film editors and various other professionals active in the field of media in Rome.

Having experienced firsthand among themselves that dialogue with “the other” is always a new thing that can improve relationships among citizens, the professionals who are the core engine of the laboratory decided to put at the service of the receiving public and of the community their own knowledge and skills in the field of communication, in order to stimulate a knowledgeable look at our surrounding reality. The goal is that of creating bridges among people, diverse civilizations and cultures, beginning above all at the horizons of the city.

■ Third meeting: "The other, the conflict, and the encounter":

After the first meeting in which we spoke about news and reporting in regard to relationship with the other seen as a stranger, the second event was dedicated to the image of women presented through television, focusing attention on Lorella Zanardo's documentary, *Il corpo delle donne* (Women's bodies).



In the third meeting we turned our attention to a specific TV genre, the reality show. We considered it from a critical perspective, but also focused on the new communication opportunities it offers.

There were several guests for the evening including: Gian Maria Tavanti, television writer for "Big Brother" who offered his particular vision of the genre; and Ivan D'Andrea, who received an award from the talent show of Maria De Filippi, *Amici*.

We then moved on to the panorama of international television, exploring those alternative reality shows, able to transmit efficiently positive values such as solidarity and being open to the other.

Among these, in Italy, is the recently aired *6 in cammino*, the reality show about travel that is broadcast on the channel Boing.

The content director of Turner Italia, Cecilia Padula and the program presenter Manolo Martini, related some of their experience during the production process.

At the end of the evening, amid conflict and dialogue, we focused on the latter as a possible option, sometimes a revolutionary choice, never easy nor cheap, but simpler than it can seem. It begins always with ourselves, each day, and it can change the face of our cities.

Workshop Media and Development:

Should I connect or disconnect?

To communicate in a positive way for an active citizenry and for a sustainable development.

April 8, 2011 Portugal, Universidade Lusófona, Lisbon



The movement *Juventude Nova*, in collaboration with AMU (*Cooperação e Solidariedade Lusófona por um Mundo Unido*), an ONG that has experience in projects of education for development, has sought to raise awareness of positive and negative aspects that the use of the media creates in the context of valuing a sustainable development, one that contributes to the dialogue among different cultures, and helps in bringing peace among peoples.

Speakers:

Cristina Marques (President AMU),
Luigino Bruni (Prof. of Economics, University Bicocca in Milano),
Luis Filipe Coelho (Administrator of the magazine *SOL*),
Nelson Mateus (TV journalist)

Another kind of information is possible:

conference on the adventures and vicissitudes of news

May 5, 2011 Italy, University La Sapienza in Rome



The conference came after a year of investigations, discussions, and meetings with students, professors and various guests. We spoke about the relationship between the quality and the role of information, and about the situations of hunger and poverty in the world.

Speakers:

Tonio Dell'Olio director of the international department in Libera
Riccardo Barlaam, journalist for *Il Sole 24 Ore* and *Africa Times News*
Amu, ONG *Azione per un Mondo Unito*
NetOne, international network of media
PuntoLab, communication civic laboratory

We spoke about the diffusion of the news, from source to official media, and the possibilities of alternative modes of information.

News&You follow-up in an English school

June 21, 2011 England, Superior School of St Mary's in Preston Charisma Community Projects, one of the association partners of News & You, sponsored a follow-up seminar to Lisbon in the school of St Mary's in Preston, northern



England. It was attended by 130 young people, 11 to 16 years old, and a group of interested teachers.

Margaret Coen (director), Anne Swift (editor) and Christopher Kennedy (musician and designer) of Charisma prepared an interactive program to engage the participants.

At the beginning the project and its purpose were presented, and we spoke about the seminar in Portugal, watching a short film produced in Lisbon. Then the young people separated into five workshops, and each session included the following three segments:

- Sharing of experiences from professionals who also showed their work;
- Technical instruction on the use of media tools, that included an analysis of what results they want to achieve after project completion;
- Various practical exercises.

Charisma provided a camera, microphones and lighting equipment. Some participants took turns managing the camera, and others played the roles of journalists and interviewees as if they were part of a live show. The activity was very successful and the young people were fully involved. The three precepts of public communication - to inform, to educate and to entertain - were fully realized.

The objective of this seminar, in English, was to demythologize the media and to encourage the young people to see its various forms as a social platform open to them, to be used to give voice to their thoughts and their values.

The positive feedback of the students and the teachers confirmed that the goal was met: the students appreciated the innovative and dynamic dimension of the seminar, and the teachers pointed out that the ones who were most enthusiastic in the work were those students who are generally unfriendly and provocative. The students also commented that they learned that they can use different media to promote the values in which they believe.



The school hosts said they were open to having future seminars and to participating in upcoming activities of News&You.

News&You in Poland

July 10/12 2011 Poland, Lublino

We organized a meeting with fifty people in attendance from all over the country. The young people from the seminar in Portugal presented the News&You project and its aims, and shared memories of their experiences. The reception was enthusiastic.

An introduction of theories on how to read and how to teach the reading of media today, was followed with a talk by photographer Jerzy Kot about his

profession and how he does his work, placing special emphasis on the relationship between the photographer and subject, between the photographer and nature, until a growing relationship arrives between the photographer and the human being with his or her dignity and story.

Three workshops followed: photography, video and journalism. We chose to report about the atmosphere of our meetings. In conclusion, we

showed our video work to an audience of 500 people. One of the videos - of some close ups of faces - was titled "And if these eyes could love?," paraphrasing a wellknown Polish song "And if these eyes could pretend?"

During the program, there were also special

times scheduled for children (3-10 years), because commencing media education at an early age is increasingly important. Magdalena Piskorz, a young journalist-illustrator, explained to the children how a newspaper is made and, later, Jerzy Kot showed them some

ways to use a camera. The children then divided into small groups and played at being journalists, doing interviews and taking photos.



Active Communication (Communication on/off)

Let's develop our critical and positive thinking.

Laboratory to stimulate critical thinking and offer ideas on communicating and media communication media in order to bring about change.

July 15, 2011 Italy, *Gambarie d'Aspromonte (Reggio Calabria)*

The program was divided into various debates involving all the participants. At the end of each discussion, two young people identified the threads of the discussion and offered examples of good personal practices.

The debates were animated, with a richness of opinion that also included disagreements. They ranged from those who had never considered the problem of how to communicate, to those who said "I would use a chat room because it is more...", to those who emphasized the limits of Facebook.



The young people who hosted the lab presented a Powerpoint feature talking about the goals and ways of a modality of communication that improves society.

The main element of success of the laboratory, in our opinion, was in the types of communication chosen to introduce the discussions: lists (similar to those from the program *Vieni via con me* on RAI TRE), a scene, and the videos. Also the style of debate was successful, fastpaced with a final

synthesis, that didn't seek "to give lessons" but only to share experiences and reflections.

Among the conclusions:

- Don't take everything that is on TV as the gospel truth, but know how to analyze the news and identify that which is opinion in order to reveal the fact.
- To know in the future how to observe in order to reveal the information behind the facts.
- New media is information media (therefore it conveys only information) it is we who can improve the information that is conveyed, thus making media work to improve society.

It is wonderful to keep pace with the times and use new media, but it is best not to overdo it because it can give rise to serious pathologies, and also because there is so much else that we then lose and/or overlook.

News&You in Belgium

July 20, 2011 *Belgium, Saint-Vith*

Paolo Aversano, who participated in the seminar in Lisbon, spoke about communication to a group of forty young people, ages 13 to 17. His purpose was to offer them - through his experience with youth publications - some less frequently considered points for reflection in order to help them have a more mature relationship with media.

He wrote us:

“In the twenty minutes allowed I described my relationship with media, as student - worker - user, with particular attention paid to advertising. Watching some commercials together we became aware of how difficult it is to relate to media using the right filters. A too critical look can lead to repulsion, making us lose many beautiful ideas and incentives. On the other hand, a lack of attention can make us weak and make us susceptible to a thousand temptations.

Which road to take then? Three aspects appear to be central:

- A critical look at the world
- Attention to relationships
- See the positive in society

The mix of these behaviors, we can say, can help us to have a healthy relationship with media, one that is mature and pro-active.”

The project is on-line: <http://www.net-one.org/newsayou.html> and as of September you can go to: <http://www.news-you.eu>

But the adventure continues. Some young people in Slovenia are editing a video using all that they have learned from participating in the News&You project.

And more, we also have been invited to present the News&You project at a European conference, sponsored by the Goethe Institute in Rome on October 19 - "One Europe, Many Languages".

We stop here for now. More to come in the next installment.



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