

## **The Media Exchange for Global Achievement Guidelines for Development of a Media Product**

Thank you for your interest in the Media Exchange for Global Achievement (MEGA)! As part of the selection process, all applicants are required to develop a media product according to the following guidelines.

1. Develop a Media Product:
  - 1.1. Applicants are required to develop a media product as part of the MEGA application process.
  - 1.2. The product may be created in the form of an article, a magazine or newspaper, a video/social media product or account, a series of photos or a radio podcast.
  - 1.3. The product has to cover the topic: "I am a leader in media literacy: past, present and future".
  - 1.4. Applicants are asked to upload their work on the Internet and submit a corresponding link to the product. Uploading may be to a website, any cloud service or an online storage site.
2. Define the Type of Your Media Product:
  - 2.1. **Article.** An article submitted as the media product should address the topic mentioned above and be structured as a journalistic article. Please submit the article in PDF, DOC or DOCX format.
  - 2.2. **Magazine.** A set of journalistic articles compiled and put together as a magazine. Applicants are responsible for developing all parts of the magazine, to include the edited articles, magazine design and page-proofing. Please cite any outside resources that may have been used in creating the articles. Please submit the magazine in PDF format.
  - 2.3. **Newspaper.** A set of news and journalistic articles designed in the form of a newspaper. Applicants are responsible for developing all parts of the newspaper, including articles and design. Please cite any outside resources that may have been used in creating the articles. Please submit the newspaper in PDF format.
  - 2.4. **Video.** Uploaded video project may vary from a formal TV report to that of a blog/vlog format. The video must cover the topic mentioned above and a maximum of 7 minutes long. All videos should be uploaded to a video storage, such as YouTube or Vimeo.
  - 2.5. **Social Media.** Applicants may create a social media product, including, but not limited to an Instagram page, Facebook page, VK page, Snapchat account or similar. The product must cover the topic mentioned above and will be judged by content only and NOT by the number of subscribers/followers to the site.
  - 2.6. **Series of photos.** A series of photos must contain at least 10 pictures and cover the mentioned topic. Applicants must also provide a caption for each picture with a minimum of 50 words describing the picture and how it covers the related topic.
  - 2.7. **Radio podcasts.** Record a podcast or radio show related to the mentioned topic. The audio file must be no longer than 7 minutes. Uploaded to any podcast service, YouTube or digital storage, it should be available throughout the selection process.

- 2.8. **Website / Digital Media.** Publicly available digital media, including but not limited to website, webpage or a landing. Applicants may include any other type of materials to their web-product, including videos, texts, photos, and other graphic objects.
- 2.9. **Other types.** Applicants may also develop other types of media products.
3. Defining the Topic:
  - 3.1. The topic of the applicant's work should cover the following statement: "I am a leader in media literacy: past, present and future".
  - 3.2. Applicants should cover the following details in their product:
    - 3.2.1. Past. Applicants should describe how their previous experience and education helped them to become a leader in the field of media. It may cover such issues as (1) previous projects the participant has worked on, (2) how they decided to become a media person/journalist and (3) how their educational background helps to benefit their current work.
    - 3.2.2. Present. Please provide a brief summary of (1) what you are currently doing in media, (2) why did you choose to apply for MEGA, (3) how will you benefit from participation in the exchange and (4) how do you define media literacy for yourself.
    - 3.2.3. Future. This part of the project should cover (1) what you are planning to do in 3-5 years, (2) how they see media literacy developing in Russia, and (3) what role will they play in creating a "media literacy community" in Russia.
4. Technical Aspects:
  - 4.1. The developed product should be uploaded to any digital storage. This includes, but is not limited to, personal or professional websites, digital clouds and online storage units.
  - 4.2. Instruction on how to use digital clouds:
    - 4.2.1. Please register on any resources that allow users to have a digital storage:
      - 4.2.1.1. Google Drive: <https://www.google.com/drive/>
      - 4.2.1.2. Yandex.Disk: <https://disk.yandex.ru>
      - 4.2.1.3. Dropbox: <https://www.dropbox.com>
      - 4.2.1.4. Other
    - 4.2.2. Upload your product to any of these digital clouds and provide the link in your application. REMEMBER TO CREATE A SHARABLE LINK. Please read the following instructions if you do not feel confident with online storages:  
<https://support.google.com/drive/answer/2424368?co=GENIE.Platform%3DDesktop&hl=ru>
    - 4.2.3. Special Instructions for applicants competing with video, social media or radio podcast products. Please provide links to any online service that contains your work, including, but not limited to, YouTube, SoundCloud, Vimeo, Vine, Facebook, VK, Instagram, Snapchat or any others.
5. Code of Honor:
  - 5.1. Applicants must create the work presented in the application by themselves. Applicants suspected of plagiarism will be disqualified.
  - 5.2. Applicants are responsible for keeping their product online until the selection process is complete. Deleted work will not be considered for final evaluation.