

The Media Exchange for Global Achievement 2020

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 record a video according to the following guidelines.

1. Develop a Video Media Product:
 - 1.1. Applicants are required to develop a media product as part of the MEGA application process.
 - 1.2. The product must be created in the form of **video**.
 - 1.2.1. Uploaded video projects may vary from a formal TV report to a blog/vlog format. The video must cover the topic mentioned below and **maximum 7 minutes long**. All videos should be uploaded to a video storage, such as YouTube or Vimeo.
 - 1.3. The product has to cover the topic: “What is Media Literacy and My Role in Journalism”.
 - 1.4. Applicants are asked to upload their video 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. Answer the following questions:
 - 2.1. Please introduce yourself in the video, tell us about yourself, your media background, and why you chose to work the sphere of journalism.
 - 2.2. What is Media Literacy for me? Tell us about your understanding of media, journalism, media freedom, media literacy and a profession of journalist.
 - 2.3. What am I planning to do in this sphere? Tell us about your professional background, who or what motivates you to work in media, what are your career plans and how are you planning to achieve them.
3. Introduce yourself:
 - 3.1. Briefly tell us about yourself
 - 3.2. Applicants should cover the following details in their video:
 - 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>

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.