



digital skills
for journalists

TRAINING TECHNOLOGY ENTREPRENEURSHIP

New tools in journalism

Thessaloniki | 27 November 2014



Lifelong
Learning
Programme

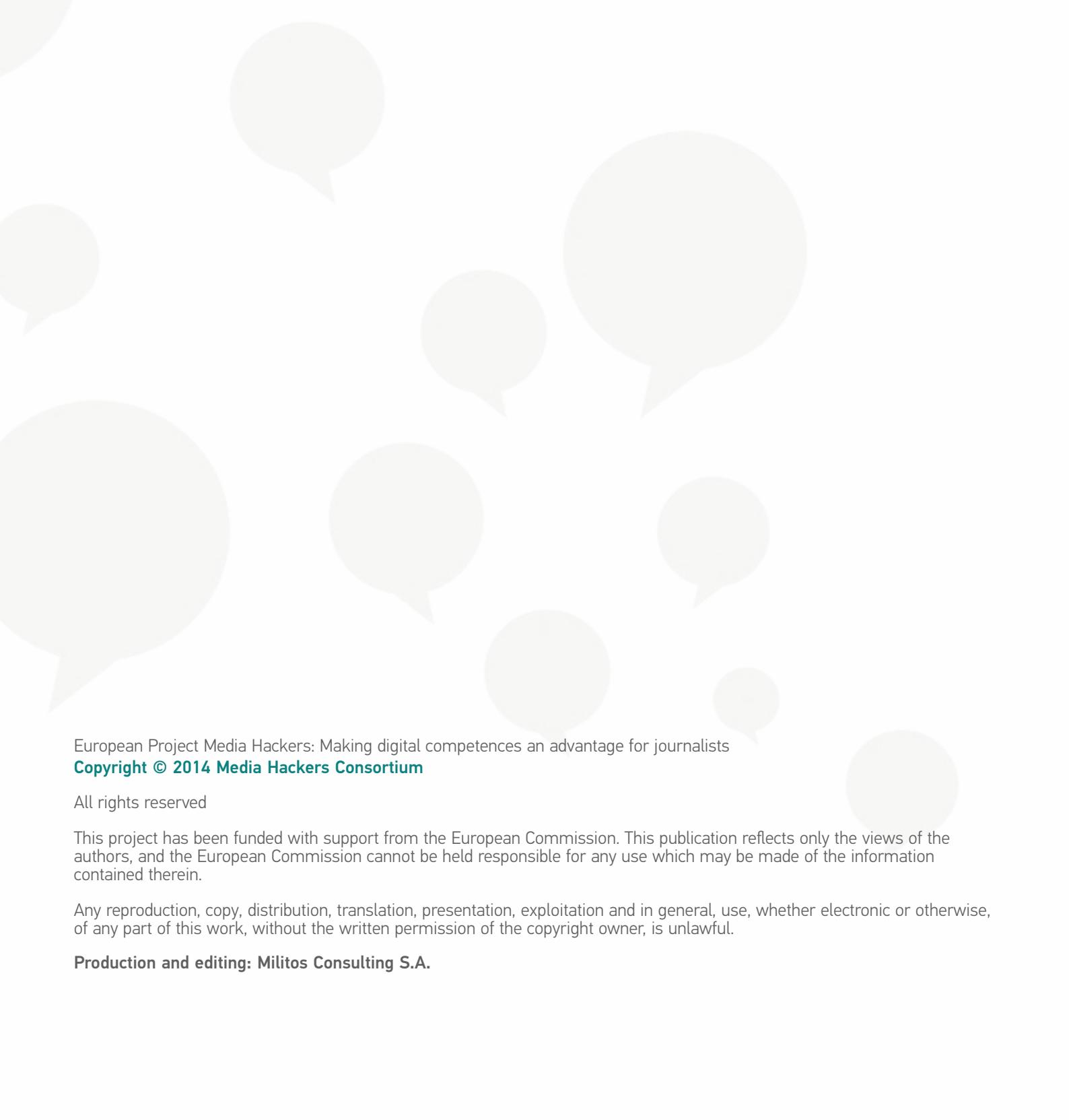


IKY

ΙΔΡΥΜΑ ΚΡΑΤΙΚΩΝ ΥΠΟΤΡΟΦΙΩΝ
STATE SCHOLARSHIPS FOUNDATION

With the support of the Lifelong Learning Programme of the European Union.

This project has been funded with support from the European Commission.



European Project Media Hackers: Making digital competences an advantage for journalists

Copyright © 2014 Media Hackers Consortium

All rights reserved

This project has been funded with support from the European Commission. This publication reflects only the views of the authors, and the European Commission cannot be held responsible for any use which may be made of the information contained therein.

Any reproduction, copy, distribution, translation, presentation, exploitation and in general, use, whether electronic or otherwise, of any part of this work, without the written permission of the copyright owner, is unlawful.

Production and editing: Militos Consulting S.A.



table of contents

1. Media Hackers - @ a glance.....	4
2. The Media Hackers online training area.....	6
3. Interesting Facts.....	8
4. Media Hackers Conference Agenda.....	9
5. Conference speakers.....	10
6. Contributions	
• The Journalists' Union of Macedonia and Thrace Daily Newspapers (ESIEMTH)	13
• Anna McKane / European Journalism Training Association (EJTA)	13
• Kyriakos Lingas, Miltos Consulting S.A.	14
• Aimilios Karamanlis, Knowl Social Enterprise for Education and Lifelong Learning	15
7. Journalism and New Media - Experts and their thoughts.....	16
8. State Scholarships Foundation (IKY).....	17
9. Special Feature: Greece celebrates Women's Entrepreneurship Day (WED).....	18
10. Notes.....	20

1 Media Hackers – @ a glance

Journalism has been going through several major changes during the past decades. The pace of these changes is quickening, altering the practice of the profession as never before. Digital technology and modern marketing are changing journalism as profoundly as the telegraph and the television did. Today's journalists are thus operating in an increasingly complex media environment requiring an understanding of and ability to operate across multiple production platforms using multiple communication technologies.

In such an environment of rapid technological change, the new media tools and social networks have changed the daily way of communication significantly. Traditional media are being overlapped by the innovative possibilities of the so called "New media". Journalists need to embrace these changes and learn new skills to answer the demands and challenges of a changing profession. They need to acquire competences that will allow them to participate in the digital world.

The upgrading of skills and competencies of journalists is clearly a crucial need not only for journalists entering the market, but especially for the journalists that have started working in the time before the digital revolution of the news media market in the past 15 years. There is a real need to go beyond the limits of traditional journalism, and to provide basic technical training for multiple technology platforms. However, the situation of the vocational training in journalism in Europe is quite diverse and in many countries limited.

Responding to the aforementioned dynamic media landscape, Media Hackers has been an initiative to enhance digital media competencies to journalists working in all media sectors by developing a training area and opportunity courses for new/cross media skills.

www.mediahackers.eu



/mediahackers



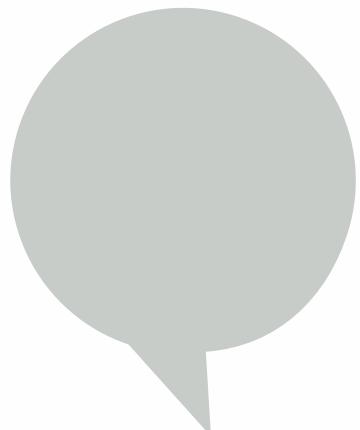
/MediaHackersEU

Following a thorough analysis of the needs and existing training courses in Europe, the Media Hackers partners recorded the current situation in the media sector and outlined the most pressuring needs of journalists in the "media world". Seven fields thematic areas have been identified that called for further training and practice:

- Digital Photography & Image Processing
- Social media platforms
- Writing for the web
- Digital storytelling
- Intellectual Property Rights and Online Security
- Digital audio production & editing
- Data journalism & crowdsourcing

Consequently, partnership started developing educational material to respond optimally to the educational needs of the sector. An important part was therefore to include sector's representatives in the development progress: Media Hackers partners invited media professionals in Greece, Cyprus, Germany and Romania to contribute in stakeholder roundtables and to take part in the testing of the program. Their feedback will help to identify those areas that still need improvement.

This Conference concludes the work of the consortium and the project, by dedicating a day to "Training - Technology - Entrepreneurship - New tools in journalism". The next pages provide a quick overview of the online training area of Media Hackers, the conference and its speakers as well as some thoughts, articles and opinions on journalism and the New Media.



digital
skills
for journalists



militos

Journalists' Union
of Macedonia and Thrace
Daily Newspapers

Youth4Media
European network association



ejta

European Journalism Training Association

The Media Hackers online training area

The Media Hackers online platform is free of charge and provides basic but essential information for anyone who is interested! Have a look and visit:

www.training.mediahackers.eu

The platform has been created to offer anyone the opportunity to expand digital competences and skills. The website does not exclusively target and address journalists, but is open to anyone who is interested in online journalism, or simple in creating a news blog or other forms of online journalism. A series of seven online modules cover the basic aspects and digital tools needed to enhance and empower your digital skills regardless to which field you work!

The modules cover the following sections:

Digital Photography & Image Processing

Visual aspects and pictures are an ever more important tool to attract readers, create interest in a topic and collect "clicks". This module introduces digital photography and image processing, explains what technical skills are needed and how to use photographic equipment. It gives also an overview of existing open source photo editing platforms. Learn more about the most relevant equipment you will need, and the most relevant online-based platforms that can help you increase your readership and make your work more attractive and interesting.



Social media platforms



Facebook and Twitter are already a big part of our "digital life". Many people have accounts and are regularly using and posting information. But how can you take advantage of social media platforms for your journalistic purpose? Can Facebook or Twitter (as well as other social media platform) support the work of a journalist? In this section you will find out!

Writing for the web

When writing for an online-based audience texts and articles will have to be presented differently. The writing and publishing style of traditional newspapers or printed journals does not necessarily apply to online media. This module provides a useful set of tips and guidelines for publishing articles and information more effectively online. It will present different platforms that exist for online publishing. You will learn how to write for the World Wide Web, how to develop and format content online, publish online and what live blogging is.



www.training.mediahackers.eu

Digital storytelling

It is a common place, but nonetheless it is true: a journalist needs to know how to tell a story. But - what about online story telling? How is it different? What are the options? This section will support you in finding the story, the formatting, building of characters and scenes and what tools you can use to publish.



Property and Security for Journalists Online



One of the biggest advantages of online publishing is its accessibility: it is global and without any time restrictions. However, not only is your potential readership global, but so are those that try to take advantage of your work! Protecting your work and your rights are therefore even more important than before. How can you protect your rights? How can you ensure the digital safety of your efforts? This section offers information about the security of information and intellectual online-based property, and offers a comprehensive guide to protect your work.

Digital audio production & editing

One interesting feature of online journalism is the possibility to combine several types of media: For example audio! Learn how to record audio files and how to edit them for online publishing! Get the appropriate knowledge about the sound and audio production, technical skills on two specific audio editing platforms, knowledge of most equipment, as well as the most relevant online platforms.



Data journalism & crowdsourcing



The internet provides an ocean of data and information. In fact, never has there been a time in which so much information and data is widely available. However, this makes the work as a journalist ever more challenging: Where do to draw information from and what data to use for your work? This module explores the characteristics of journalism and the use of data, and the important role they play in the field of media. New tools available are described as well as the method of crowdsourcing.

While the platform cannot answer all questions related to journalism and the new media, it surely is a great way to start learning about the possibilities!

- Nearly **9 out of 10 editors** believe social media is an important opportunity for newspapers. The analysis of **50 major European titles** has shown that in the vast majority of cases newspapers have opened an account on social networks. See also: https://ec.europa.eu/digital-agenda/sites/digital-agenda/files/erjo_part2_report.pdf
- **Facebook and Twitter are top among journalists!** The vast majority of journalists use as part of their work Facebook and Twitter.
For more information: http://ec.europa.eu/public_opinion/archives/quali/journsm_en.pdf
And did you know that "**Most journalists use social media such as Twitter and Facebook as a source?**" Social media is becoming viewed as a relevant part of journalistic research. Journalists are adapting the new tools, but they do it carefully.
For more information: <http://www.theguardian.com/media/pda/2010/feb/15/journalists-social-music-twitter-facebook>
- It is found that **40% of journalists feel that the quality of journalism has improved** over the last two years, despite the **recession** and the sweeping changes to the industry. In France and Spain, this figure rises to 60%. Only one in five feel the quality has worsened as a result.
For more information: <http://www.saladeprensa.org/art891.pdf>
- Some facts and figures about media in Greece: There are **4,4 million social media users in Greece** with a percentage of **41% of social media** penetration (2014).
For more information: <http://wearesocial.net/blog/2014/02/social-digital-mobile-europe-2014/>
- What about the state of News Media in the USA? Thirty of the largest **digital-only news organizations account for about 3,000 jobs** and one area of investment is global coverage.
For more information: <http://www.journalism.org/2014/03/26/state-of-the-news-media-2014-overview/>
- Women in journalism: More women than ever are working in media. But they do not play an equal role in the reporting process. According to the Global Media Monitoring Project (GMMP), by 2005, **57% of all television news presenters were women, yet only 29% of news items were written by female reporters.** Meanwhile only 32% of "hard" news was written or covered by women.
For more information:
http://portal.unesco.org/ci/en/files/28397/12435929903gender_booklet_en.pdf/gender_booklet_en.pdf
- In the blogosphere: **15.1 million women** are publishing at least one post weekly.
For more information: <http://www.blogher.com/files/BlogHer.CompassPartners.Social%20Media%20Study.ppt.pdf>



Media Hackers Conference Agenda

Training • Technology • Entrepreneurship New tools in journalism ESIEMTH Auditorium

9.00 - 9.30	Arrival & Registration
9.30 - 9.45	Salutations ESIEMTH - Militos Consulting S.A.
9.45 - 11.00	Session A Giorgos DROGOUDIS Senior Project Manager, Militos Consulting S.A. Vassilis SOLIOPoulos Member, ESIEMTH Discussion
11.00 - 11.30	Coffee Break
11.30 - 13.15	Session B Journalists' Training in Europe Gregory PASCHALIDES Associate Professor, Department of Journalism & Media // AUTH Yiannis KOTSIFOS General Director, ESIEMTH Dimitris ZAFEIRIADIS Strategic Management Consultant, Militos Consulting S.A. Discussion
13.15 - 14.30	Coffee Break
14.30 - 16.00	Session C Innovation in practice George TSOURVAKAS Associate Professor, Department of Journalism & Media, AUTH Rallio LEPIDOU Journalist / Founder, KA-Business.gr Yiannis SIDIROPOULOS Journalist / Founder, xanthipress.gr Christos KAPSALIS Journalist / Founder, eklogika.gr Discussion
16.00 - 16.15	Coffee Break

5 Conference speakers

Giorgos Drogoudis

Senior Manager, Militos Consulting S.A.

Giorgos Drogoudis is Senior Manager & Experienced Financial Analyst. He has a proven ability to multitask economic models and manage several projects concurrently. He is seasoned certified corporate trainer with extensive experience in projects of international scope - operate large budgets impeccable record of delivering on time and on budget - trained more than 15.000 executives in over 800 domestic and multinational corporations. He is a results-driven individual who has developed proprietary financial applications and provided ad hoc financial analyses and business forecasting across multiple sectors. As a senior business consultant with more than 14 years of expertise, he has provided services developed custom financial applications and management tools for company executives. He is a goal-motivated team player with excellent presentation and relationship management skills. He holds an outstanding knowledge in Microsoft products and delivery of corporate professional training.



Vasilis Soliopoulos

Member, ESIEMTH

Mr. Soliopoulos, a resident of Thessaloniki, has been working professionally as a journalist since 1976. He has worked as a correspondent for Athens-based newspapers, while he also has experience as a program producer and editor at the public broadcaster ERT3, as well as a newspaper and magazine editor. He is a member of the Journalists' Union of Macedonia and Thrace Daily Newspapers (ESIEMTH). Through his professional background as a special assistant to local and regional self-administration organizations, Mr. Soliopoulos is experienced in the organization of European programs. He presently works for ESIEMTH, where he is responsible for the digitization and documentation of the Union's newspaper archives, while he also serves as a key collaborator in the drafting and implementation process of the various European programs in which the Union participates.



Gregory Paschalidis

Associate Professor, Department of Journalism & Media, AUTH

Gregory Paschalidis is Associate Professor in the Department of Journalism and Media Aristotle University of Thessaloniki. He teaches courses on the cultural dimensions of media, visual communication, photojournalism and documentary.

Yannis Kotsifos | General Director, ESIEMTH

Born in Thessaloniki, Greece, Yannis Kotsifos holds a degree in Greek Literature from the Aristotle University of Thessaloniki, Faculty of Philosophy.

He presently lives and works in the city and is the director-general of the Journalists' Union of Macedonia and Thrace Daily Newspapers (ESIEMTH), a post he has held since 2003. Having worked as a journalist in both newspapers and radio, he has also edited numerous books and collaborated with various magazines, either as a contributing editor or as an editor-at-large, or both. He is presently a member of the Steering Committee of European Federation of Journalists (EFJ). In his capacity as director-general of Thessaloniki's journalists union, Yannis Kotsifos has extensive experience in overseeing, organizing and executing European projects, while, as a steering committee member of the EFJ, he has repeatedly served as a key collaborator in European initiatives pertaining to anti-discrimination and diversity campaigns in the media sector. He has also coordinated numerous exhibitions, publications and conferences conducted under the aegis of the Cultural Foundation of ESIEMTH.



Dimitris Zafeiriadis | Strategic Management Consultant, Militos Consulting S.A

Dimitris Zafeiriadis has worked for two decades in the field of communication, with an emphasis on political communication. He has extensive experience and expertise in designing communication strategies, implementation of advertising campaigns and developing promotional activities, publicity and media relations. He has served in positions of responsibility in the administrative structure of public institutions and services, as Director of the Minister's Office and the Mayor of Athens and has been responsible for the political communication and public bodies as well as Spokesman of a political organization. He was responsible and participated in the organization of major national and international events. He works in the implementation of co-financed and European projects.



George Tsourvakas | Associate Professor, Dpt. of Journalism & Media //AUTH



George Tsourvakas studied Business Administration at the University of Piraeus and Sociology at Panteion University, obtained a postgraduate diploma law and Economics from the Universities of Hamburg and Stockholm / Linkoping, and gained his PhD from the University of Panteion on the Media. He is an Associate Professor of Economics and Management of Media in Department of Journalism and Mass Communications of Aristotle's University of Thessaloniki in the School of Economics and Political Science. He was visiting professor at the Universities of Westminster and City of London. Studies have been published in scientific journals European Journal of Law and Economics, Journal of Media Economics, Journal of Media Business Studies, International Journal of Media Management, Journal of Applied Journalism & Media Studies, Journal of Radio and Audio Media, and in 2010 his research was awarded by the European Media Management Education Association (EMMA).



Rallio Lepidou was born in Sweden. She studied journalism at the English Greenwich College, Human Sciences at the Open University of Patras with a specialization in European Culture and holds a diploma in Marketing - Management and Computer Programming Analysis from the Greek Productivity Centre and Development (ELKEPA). From 1993 until now she worked as a journalist for national range TV stations (ET3, ANT1), radio, newspapers - magazines, press offices, presentations major events. The last 13 years she has been working in television station STAR channel as a correspondent in Northern Greece in Thessaloniki. In April 2011 she created the unique Greek online channel that deals with innovation and development www.ka-business.gr, which aims to support and promote the activities of the business community of the country, both within and outside the Greek borders, through various actions. She is a member of the board of ESIEMTH (Union of Journalists of Daily Newspapers of Macedonia and Thrace) and Educational Foundation ESIEMTH. Recently she became a member of UNESCO in Thessaloniki, while she was also the President and a founding member of the non-profit organization "Journalists Group for Children" (ODIPA) and Vice President of Public Relations Society of Northern Greece. She is the mother of two underage children.

Yannis Sidiropoulos
xanthipress.gr

Yiannis Sidiropoulos is a journalist. He has studied Greek civilization and journalism. He has been in Thrace media service from 1990-1993. Since 1994 he works as news director at the regional TV station "channel 6" and he is also the founder & director at the news portal "xanthipress.gr" since 2008. He is member and regional representative of the Macedonia & Thrace daily press union. He holds great interest in crucial issues such as minorities, human rights, racism, xenophobia and diversity.



Christos Kapsalis
eklogika.gr



Christos Kapsalis studied Business Administration at the Graduate School of Industrial Studies of Thessaloniki (now known as University of Macedonia) and has been involved in Journalism and Media since 1980. He is a member of ESIEMTH (Journalists' Union of Macedonia and Thrace) and worked in many newspapers, magazines, radio and TV stations. On April 2009 he launched the political - election portal www.eklogika.gr and i-services web-development company. He is an expert in studying network utilization research, online journalism, website development, portals and web & mobile application. He has attended as guest media panels in London and Northern Greece, having as subject political economical, ecological and energy issues, on books presentations etc. He taught journalism in many seminars that were organized by European Union (1991-1996) and was a Communication Consultant to many Companies and Organizations (2000-2009). Christos Kapsalis is married to Journalist Athanasia Baxebani, also a member of ESIEMTH.

6 Contributions

Anna McKane, European Journalism Training Association (EJTA)
ejta European Journalism Training Association

The recent changes in the way journalists work have combined to become what must be one of the biggest revolutions to overtake any industry in the history of mankind. Journalism trainers have had to completely rewrite their courses, as every stage of the journalist's work is now different. From crowd sourcing, meta data and mashups, which make researching both much easier and much harder, to the way journalists edit, produce and illustrate their stories, and finally to the way they disseminate them, and publicize their work, everything has changed.

The Journalists' Union of Macedonia & Thrace Daily Newspapers (ESIEMTH)



The transmission of information in real time and the development of new technologies compose the digital revolution which is changing both the way journalism is applied and the public's perception of information. Understanding the rapid changes in the industry, particularly in this complex environment that the economic crisis and other catalyst changes shape concerning the paths of information, ESIEMTH points out and supports the need to develop digital skills and continuous training of journalists in this ever growing field.

Yiannis Kotsifos, Director General

The digital age and the changes it imposes not only changed the content of Journalism and the way it is implemented, but it redefines the role of journalists and all priorities, requires additional skills, multiplies the transmitters and receivers and changes the scope of the media.

Also, it changes the official bodies of journalists, which as trade unions are now invited to manage not only the rights, liabilities and prospects of their members, but they are invited to take the lead, provide, think ahead, plan and innovate.

Vassilis Soliopoulos, Member

New technology and new ways of doing journalism are arriving faster than journalism teachers can understand them and learn to teach them. And as with any revolution, the changes have also led to a dramatic upheaval in the way journalism is paid for, or, sadly in many cases not paid for. All this has made reporting, especially in the new European democracies, an extremely precarious job.

So I was very pleased to hear about the Media Hackers project because journalists and journalism teachers and trainers need all the help they can get to keep up with all the new developments. I hope the online Media Hackers courses will be of huge benefit to journalists across Europe, as they try to learn new ways to research, new ways to publish and new ways to fund their work.

City University London, where I taught for 17 years, and all the other members of the European Journalism Training Association, have strived to keep up to date, but the more practical help teachers and trainers can get in learning new skills, the better. The new courses should help more journalists to work effectively in the target countries, and the more journalists there are who can continue to do their work, the more democracy will be strengthened.

I look forward very much to be able to publicize the courses through the European Journalism Training Association network, for whose members I am sure they will be very useful.



Kyriakos Lingas, Militos Consulting S.A.

Digital skills and technologies in the Newsroom: Challenges and opportunities in the new era of journalism

Digital technologies are changing journalism, as much as they change our everyday personal and professional lives – at an enormous and unprecedented pace. The need to fully embrace and keep digital skills up to date is crucial for journalists. New, multiplatform media landscapes create diverse challenges, but also offer opportunities to traditional journalists and newcomers. On the other hand, media coverage and consumption of news move increasingly from 'print to pixels', altering the practice of the profession as never before. Thus journalists need to come to terms with digital innovation, be able to harness the latest tools and digital techniques in order to create high quality and engaging content for their audiences.

The upgrading of journalists' digital skills and competencies across all media sectors is the answer to the new media and communication landscapes being formed. It is an indispensable element of EU's integration process and its relation to media, as it is also about competitively situating media evolutions in the EU in global contexts. The need to transcend the limits of traditional journalism is the present and future challenge for media professionals, allowing them to fully participate in the digital world of media and communication.

But there is more than this. Digital technologies, revolutionizing the worlds of media and communication, account for openness, transparency and participation in wholly new ways throughout an ever-evolving democratising process, equally involving all members of our societies. The new media tools open up new, prosperous worlds of entrepreneurial involvement in journalism - a field calling for creativity, ingenuity, and imaginative entrepreneurial abilities, so extensively and vividly present in women's entrepreneurial mind-sets and set up.

'Let's hack into digital media' – the motto of the Media Hackers project, supporting the development of digital skills among journalists – has a double meaning: It is acknowledging and anticipating the needs of the new era of journalism, as much as it is promoting its inclusive character, ensuring that all members of society are equally and above all visibly represented in the media.



At a time when journalists are invited to adapt to the new reality that the digital revolution brings in the dynamic field of SMEs, it clearly emerges not only the need to supply the appropriate knowledge, skills and attitudes that will enable them to stay updated and productive in an increasingly complex environment that makes them perceive and simultaneously use multiple production platforms and technological communication tools, but also to recognize those strong points that will make them stand out in the professional arena and survive the competition that exists in a highly flexible labour market.

Strengths are an extension of our innate talents. They are about a pre-existing tendency to a particular mode of behaviour that is authentic and gives energy to anyone who uses it, while also supporting better operation, development and performance. This is something different from available skills, that is, a person's ability to achieve a particular desired result with minimum effort and time. Strengths, for the person using them, apart from high frequency usage and implementation performance, also involve high and positive energy. A typical indication of the energy we draw when using strengths is the feeling of losing track of time, due to the extent to which we are absorbed in a particular activity and the high speed at which we gain new information, get involved in activity courses, and adopt approaches that are related to one or more strengths.

Despite the fact that there are very specific and effective approaches with which we can identify and use effectively our personal strengths as well as the strengths of our staff and partners (scientific tests, observation, self-assessment, coaching sessions, STARS model, etc.), only one out of three of us knows and uses them in our personal and professional lives, in order to be as productive as possible and achieve our goals. At the same time, the approach of these strengths, both in staff selection, as well as in delegating tasks among human resources technically speaking, is becoming increasingly important worldwide.

Strengths may refer to our values and beliefs (e.g. responsibility and authenticity), to the way we provide and receive information (e.g. courtesy and / or humour), to what motivates us in our work and our lives (e.g., enthusiasm, love for learning, work ethics), to how we create relationships with others (e.g., being the leader, fostering teamwork or expressing our concern for others) and of course to the way we approach situations, plan and / or solve problems (e.g., by focusing on the details, with optimism, by developing strategic thinking, etc.).

Although there isn't a specific number of "top strengths" that people possess, nor a specific number of possible strengths to focus our attention on, any specific professional activity, apart from the necessary knowledge, skills and attitudes with which it is linked, will be carried out with even greater success and more positive mood, if the person or the group of people who undertake it, use or combine during the activity's performance, one or more of their personal strengths.

According to the research literature, the employees who recognize and use their strengths, express greater satisfaction and sense of the meaning and commitment towards their job, and an overall satisfaction with their lives. In particular, the use of specific strengths contribute positively to the satisfaction that is derived by the employee from his job, as well as to a healthy and optimistic work behaviour, increased energy and enhancement of self-esteem.

Especially in the field of journalism, being in the profession and the full employment exploitation seems now to depend, not only on the classic features that are expected to distinguish a journalist, such as critical thinking, attention to detail, persistence in seeking the truth, interest for readers / listeners, the storytelling ability and work ethic, but also on features such as curiosity about new technologies, love for learning and enthusiasm that can help them reach with an open mind and positive attitude new production platforms and modern technological communication tools.

STARS® model is developed on the state of the art of scientific research on human capacity and development, talents and strengths, positive evaluation and visualization, targeting and planning actions and on the evaluation of the success that is completed within five defined, interconnected and interactive phases (Strengths awareness and spotting, trial and success, appreciative self-talk and visualization, roadmap forward, and success yourself), that are complemented by a dynamic 'mapping' of awareness (Reality Check).



Δημοσιογραφία και Νέα Μέσα Ενημέρωσης

"The positive aspect is that journalists can have their own media, do more things, network with more people and be in closer touch with their readers or audience. On the other hand, this development itself, to a large degree and we see this very often, goes beyond journalism itself. We see that the new media have given everyone the opportunity to create their own news media".

Costas Giannakides, Key Administrator // Protagon.gr

"By now, New Media is an important tool for dissemination, also for citizen media through Facebook, websites etc. Also, New Media are important because of the fast connection possibilities and even more significant since they are actually able to kick-start press and publicity campaigns. While thinking about radio broadcasts, we are also thinking about Facebook and websites, because these media tools enforce each other".

Georg May, Member of the board // Federal Association for Citizen and Education media & Manager // radio "leine hertz 106.5"

"In general there is a lot of interest in the field of internet. It's rapidly developing. We can see that the Internet is no longer a place of entertainment; it is rather a tool for information and work simultaneously. In other words, it creates jobs".

Demetris Demetriou, Director // cyprusnews.eu

"For journalists, new media became popular, because on one hand, the dissemination possibilities improved. And on the other hand, journalists have more possibilities to express themselves freely".

Christian Stadali, Communication Consultant

"Why is new media so popular? Because it is something each person can handle and its use has strolled from a one-sided communication to a bilateral crosslinking. Everybody is able to produce something medially in high quality with little know-how. The ways of communication that exist are quite useful for us as they made it possible to interact more quickly".

Jürgen Lauffer, Media Education and Communication Culture

"In recent years, training in digital media has been included in most programs of journalistic studies in Europe. The degree, however, to which these programs have incorporated significant innovations in the field of journalistic practice is very limited, which indicates a failure to respond effectively to the challenges and opportunities of the digital age".

Gregory Paschalidis, Associate Professor, Department of Journalism & Media // AUTH



{8} State Scholarships Foundation (IKY)

The State Scholarships Foundation (IKY) was established in 1951 in Greece and since then it is contributing the most in the promotion of education, sciences, arts, language and the Greek culture.

The IKY plans and implements thirty fellowship programs in Greece and abroad on a yearly basis. The beneficiaries of these scholarships are Greeks, expatriates and foreigners, ranging from students and researchers to scientists and artists wishing to gain further skills in Greece or abroad and be distinguished in the academic and professional field. In the sixty-three years long life of the IKY, tens of thousands of scholars were funded for education and studying. The IKY, for over twenty years (since 1987), is responsible for the management, implementation and dissemination of the European Educational Programmes. The IKY is the National Agency for Greece for the Erasmus+ Programme in the field of Education and Training.

The IKY remains an important institution for the development of research partnerships that contribute to the progress and development of the country and shape educational policy. It associates with the European Institutions (Academic Cooperation Association - ACA, Deutscher Akademischer Austauschdienst-DAAD, European Space Agency-ESA, and European Organization for Nuclear Research-CERN) with the aim to develop various programs that strengthen research mobility, as well as policies on international academic cooperation.

Last year, the IKY has entered a period of restructuring and expanding its horizons. During the next period, it is expected to come into force a new program by the IKY and the Ministry of Labour, directly linking Higher Education honours with recruitment in the labour market. The program is similar to the 2+2 program that is currently in progress by the IKY and the National Bank.

More specifically, the IKY will grant scholarships for two-year master's degrees in Greece to 300 top students and then, under a framework agreement with the IKY, the fellows will be hired by firms for full-time employment for at least two years. In this way, the IKY contributes directly and practically to the biggest problem of our country, which is the fight against youth unemployment.

Finally, the IKY is emerging as one of the most important institutions that support knowledge, creativity and innovation by creating options and opportunities for young people. By launching new forms of communication, we keep up open dialogue with young people aiming at direct dissemination of information on the new possibilities offered by the Foundation. The IKY holds a Facebook account, and is also represented in LinkedIn, Twitter and even YouTube where it has created an Alumni Group for the people who benefited from the IKY either via undergraduate, graduate, postdoctoral and other scholarships or via other European programs (Erasmus, Leonardo da Vinci, Comenius, Grundtvig, European Language Label, etc.).



Special Feature

Greece celebrates Women's Entrepreneurship Day (WED)

Greece participated with a dynamic series of innovative activities that inspire, empower and support women entrepreneurs, as part of the first Women's Entrepreneurship Day (WED), the world's largest celebration of women innovators and job creators launching start-ups that bring ideas to life, drive economic growth and expand human welfare in **144 countries**.

Women's Entrepreneurship Day was celebrated at the United Nations in New York City in partnership with Global Entrepreneurship Week (GEW) and the US Department of State on November 19th, 2014.

Greece organized its own **WED Event** (November 19th) which was a mix of celebration with a unique learning opportunity through the knowledge sharing model called "**Knowledge Shots®**" (developed by Militos Consulting SA). Knowledge Shots® is an unprecedented rally of ideas, a new, thought-provoking concept that retains an engaging immediacy and an unbeatable charm.

Prominent figures took part as key speakers, representing government, business, academia and media, among which: Vasso Kollia (Secretary General for Gender Equality, Ministry of Interior), Katerina Savvaïdou (Public Revenues General Secretary, Ministry of Finance), Maria Bakodimou (Journalist & TV presenter) and Milaidi Stoumpou (Microsoft Hellas).

Moreover, the pro-active Greek team has created a **WED Videoland where a 'world' of videos** will be uploaded so as to offer practical knowledge to women entrepreneurs, highlight women-owned businesses from all over Greece and inspire women to start their own business! Top women entrepreneurs, policy makers and celebrities were engaged and recorded one-minute videos, sending inspirational messages to all women (and wannabe) entrepreneurs! At the same time, we invite women business owners from all over Greece to send us their own videos presenting their business, highlighting what makes them different. All videos will be uploaded (under recording and construction) to our Videoland page weddvideoland.militos.org.

WED also marks the kick-off of a **Global Ambassador** Initiative with top colleges and universities represented across the globe including Stanford, Duke, University of Pennsylvania, Harvard, Babson and University of Oxford, and a global team of Ambassadors from Rwanda to Myanmar primed to activate their communities with the WED movement. The WED Ambassador for Greece is Olga Stavropoulou, an active entrepreneur that, over the past years, has been dynamically promoting entrepreneurship in Greece and is widely acclaimed by many people, especially women, who have turned to her for advice, guidance and encouragement. She was nominated for the role of the Ambassador from the Hellenic Associations of Young Entrepreneurs (O.E.S.Y.N.E.).

The key motto of the Greek campaign is "**We ALL are entrepreneurship ambassadors**" highlighting the importance that all existing entrepreneurs, women and men, play in this joint effort to enhance women entrepreneurship, **with particular emphasis on the role of the media, as multipliers and opinion makers**.

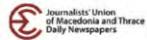
<http://www.mediahackers.eu>

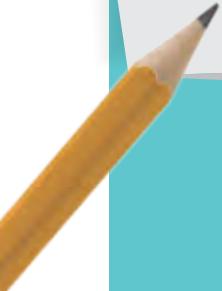
[facebook](http://www.facebook.com/mediahackersEU) [twitter](http://www.twitter.com/MediaHackersEU)



Let's **hack** into digital media

Isn't about time you become a 'media hacker'?









www.mediahackers.eu
www.training.mediahackers.eu