

## What does this project Concern ?

The New Media Literacy for Media Professionals is an EU funded project through the Lifelong Learning Programme. The project is being put into action by its four members which are FOPSI (Malta), The School for the Communication & Media (Slovakia), VIDEOVEST (Romania) and Media 21 Foundation (Bulgaria). The main aim of the project is to contribute to a better

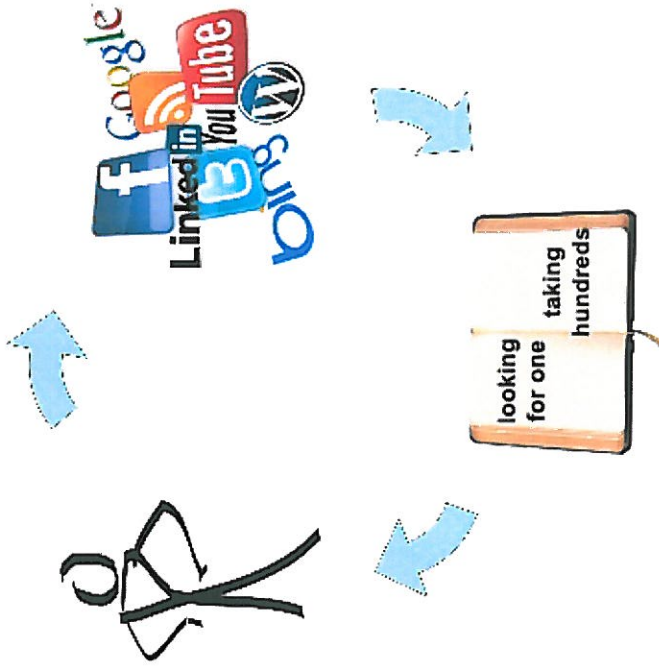
quality media and communication in Europe. Indeed, it is geared towards media professionals such as journalists in order for them to exploit the potential of new media techniques. This can be achieved through the following objectives :

- > increase knowledge on the use and application of new media in communication related areas, as well as providing the sharing of information of professionals with regards to national and European media related environment
- > To identify obstacles encountered through the use of New Media in journalistic work, and to develop methods to surpass these obstacles through the use of the same new media (Facebook, Twitter, Flickr, Slideshare, etc.)
- > To create a chained network of data , information and experience sharing between journalists and media professionals , from different age groups and professional backgrounds.
- > To create a chained network of data and experience sharing between journalists and media professionals , from professional backgrounds.

# BENEFITS

## Overview of Activities

- Three international training seminars for journalists and media/ communication professionals :
  - Kick off Meeting (Malta) – 26th October 2012
  - Training Seminar 1 + working meeting 2 (Romania) – September 2013
  - Training Seminar 2 + working meeting 3 (Bulgaria) – March 2014
  - Training Seminar 3 + Final Meeting (Slovakia) May 2014
- Production of training materials based on joint discussions and seminars
- Creation of weblog page and web presentation of the project
- Discussion space
- Establishment of the network and defining a joint strategy of the network



- to obtain previously unavailable information
- Save time
- Efficiency and better quality results