



workshop for young european journalists in the framework of the M100 Sanssouci Colloquium

version 1.0

idea

After the first enthusiastic periode almos a decade ago new technical improvement is going to change the internet to the so-called Web 2.0 rapidly. Specially young people are dealing easily in their all-day life with blogs, PodCasts, VideoCasts and new forms of journalism. With this new form the user is generating content and becomes a journalist himselfes, while using the new forms of technics. In connection with the lacking communication between the people inside europe it is an amazing challange to search for a working approach to a sustainable community of young journalists inside europe, that are using Web 2.0 and reaching young people all over europe.

The European Youth Press is a stable network of about 48.000 young journalists all over europe, from Spain to Moldova or Sweden to Macedonia. In the last two years the so-called „orange“ – project was invented, that is an european magazin with young journalists all over europe towards more than ten national or european events. In Sweden and Germany there are also national versions of this magazines and they are pretty wellknow besides the young people in these countries.

At the last General Assemblies the member of the European Youth Press invited the idea of an orange-Web, that covers events on the web-plattform. This idea was shown up to the organisers of the „M100 Sanssouci Colloquium“ and they decided to invite young journalists from five different countries, that were already working in the „orange“-project, to a workshop in Potsdam to realise the orange-web even in a magazin-form and work it out to their event „M100“. This event will take place from 8th till 9th September in Potsdam and gathers 100 important journalists, editors and publishers from the media sector under the headline „The media in Times of international crisis“. The participants will come from Axel Springer or Gruner+Jahr in Germany but also from ANSI in Italy or different english media companies. This year the chancellor of Germany, Angela Merkel, will open up the Colloquium.

The workshop for young european journalists will take place from 1st till 4th of September also in Potsdam in cooperation between the organisers of the Colloquium and the European Youth Press and their german branche. From Switzerland, Germany, Sweden, Poland and Hungary will be six people invited and one of them should be experienced in the technical skills of the website and the different forms of Web 2.0. The portal should named afterwards orangelog.eu and will be a substainable network even after the workshop.

proposed schedule

We count on six participants from each country and also four experienced trainers, that will follow up the orangelog.eu website afterwards also. The accomodation of the 34 participants is already organised in the youthhostel in Potsdam, which is around forty minutes away from Berlin.

friday, 1st september

till 12 o'clock	arrival of the participants in Berlin
12 – 13 o'clock	joint meeting and introduction round in Berlin
13 – 16 o'clock	visits with groups from around 15 people to spiegel.de , CICERO and netzeitung.de and talks to the development of their media towards new technologies in web
16 – 19 o'clock	transfer to the youthhostel in Potsdam
19:30 o'clock	multimedial talks during the dinner towards the topic „usergenerated content contra journalistic quality“ with the following guests: <ul style="list-style-type: none"> → Jan-Eric Peters (CEO of DIE WELT, in 2007 leader of the Axel-Springer journalistic school - <i>asked</i>) → Jens Todt (journalist from spiegel.de – <i>approved</i>) → Tim Renner (CEO from MotorFM and motor.de – <i>asked</i>) → Tim Pritlove (activist of the ChaosComputerClubs – <i>approved</i>)
21:30 o'clock	transfer back to the youthhostel

saturday, 2nd september

9 o'clock	input from the different countries towards their own experiences and „best-practises“ for the new challenges of Web 2.0
12 o'clock	introduction of the programmed version of orangelog.eu and their technical capacities
13 o'clock	lunch
14 O'clock	groupwork, that is organised by two moderators, towards different issues „culture“, „politics“, „media – M100“ and „technics“ with the aim to develop a common approach to the different topics for a common platform

group one - culture

Culture of young people can be one important part of the website. What is culture and what kind of events can be visited by european team of young journalists? How they should write and use the new technologies?

group two – politics

Europe is mainly based on politics, but what are the tasks of journalists in a growing europe and how you can inform young

people about political decisions or issues? Als here it's important to know which approach to take to communicate about politics.

group three – media-M100

What are the challenges of european mass media in the future and how they are handling at the moment? How can young media influence them and what are the new spirits young journalists are taking with them? To deal with all question this team will also prepare content fort he preparation for the website towards the M100 colloquium.

group four – technics

The organisers will develop an version of the plattform to the workshop, that deals with the new forms of Web 2.0 and i able to run with a CMS system by smal editor groups. The task of this group is to end the work of the programmers and made it usable to all parfticipants and their wishes.

19 o'clock

dinner

from 20 o'clock

joint evening with party in the „Waschhaus“ in Potsdam / moderators prepare for presentation next morning

sunday, 3rd september

9 o'clock

presentation of the results in the plenary, discussion about common results and preparation of an editor-agreement to orangeblog.eu and a sustainable structure of the website

13 o'clock

lunch

14 o'clock

practical production in smal editor teams with the experiences of the workshop and the agreed content for the start of the portal

19 o'clock

transfer to dinner

20 o'clock

joint dinner with the partners of the workshop and interested journalists, presentation of the results of the workshop and evaluation

monday, 4th september

9 o'clock

transfer to the TV-production ufa, visit under the heading „entertainment with media-future?!“

12 o'clock

departure / transfer of the participants to the airports of Berlin

alternativ

Berlin-sightseeing

An european editor team of up to six persons will stay till the M100 congress and prepare interviews, PodCasts and Blogs on orangelog.eu to their topic „The media in Times of international crisis“ and will report also from the congress itselfes.

contacts

More informations about the „M100 Sanssouci Colloquium“ you'll find under www.m100potsdam.com. Informations about the European Youth Press and their members are available under www.youthpress.org.

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