Global Junior Challenge
Projects to share the future

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Project Location

Country: Poland
City: Gliwice (?l?skie Region)

Organization

Organization Name: MEAKULTURA Foundation
Organization Type: Cultural Institution (foundations, museums, galleries, etc…)

Website

http://www.fundacjameakultura.pl; http://meakultura.pl

Privacy Law

Consenso al trattamento dei dati personali
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Project Type

Helping youth step in the job market

Project Description

Description Frase (max. 500 characters):

Promoting e-learning and e-writing about music (musical journalism and video-lectures) which help to develop knowledge and skills for future journalists: musicologists, humanists etc.

Project Summary (max. 2000 characters):

MEAKULTURA was established in order to help young journalists and musicologists to appear in labour market. Academic teachers and the best graduates gave rise to a foundation and a non-profit music magazine in which both highly achieved students and young graduates

and their teachers can publish their work. Editorial offices are scattered around Europe, the world even (Brussels, London, Berkeley) and the staff communicates via the Internet only. Internships and workshops are conducted via Skype where the youth is taught how to become modern journalists (the goal of the online workshops on music journalism is to improve writing skills of people interested in professional conquest of music press market, which is why they are intended for people in artistic majors, humanities, as well as high school students, especially students of music schools).
Participants will familiarize with modern journalism standards, will be trained within the scope of CMS system which allows them to upload their own articles in accordance with the rules of editing.
The best texts shall be published in the MEAKULTURA.pl magazine. Direct contact with mentor/specialist allows the students to improve their language skills and practice creating various types of texts (such as press releases, reviews and feature articles, interviews or popular science articles), films, work in PR. MEAKULTURA has become an alternative to university student internships and practices which fail to prepare for the nowadays labour market. We also reach people from smaller cities, the disabled. Additionally, for educational purposes, we try to use all the available multimedia and the knowledge of experienced editors in order to inspire and allow development for our collaborators. We create short video-lectures by university professors (Lectures by PhD Krzysztof Moraczewski were even nominated for the Polish Press Agency award “Science on the Internet”).
MEAKULTURA was created by PhD Marlena Wieczorek, musicologist from Poznan, who noticed the difficulty for the humanists and musicologists to find employment. About 40 people are members of the editorial staff, including several in supervisory positions (all of whom present a high professional level). Every year we sent information about the trainings to the Universities from which the best trainees are selected, we also cooperate with the National Centre for Culture in internship programs.

How long has your project been running?

2012-02-28 23:00:00

Objectives and Innovative Aspects

Our project's main objective is to train youth (especially young musicologists and humanists) in music journalism (and in journalism in general) to increase their chances in today's labour market. Having that goal in mind, we try to create an alternative for university practices (that are not innovative enough in Poland, causing many young people to struggle finding a job). We help trainees to gain new, practical skills (usually such majors as musicology and humanities are too theoretical, leading to their graduates having difficulty in finding a job. We want to achieve out objectives through combining high level of education (cooperating with university professors) with modern technological solutions (using Internet, Skype, Facebook etc for training and educating). We want to cross the boarders, connect people with a specific idea. The scholarship will allow us to buy computer programs (e.g. Adobe Premiere Pro, Adobe Indesign), cameras, microphones and lighting for video lectures. It will also be used to improve our website (translate it into English), add advertisement in press and media, pay for PR service in the project. We also want to reach Polish communities abroad (especially in the East) with our message and our training program as well as to record video lectures at foreign

universities.

Results

Describe the results achieved by your project How do you measure (parameters) these. (max. 2000 characters): Implemen
communi
countries
reach for
site and c
and peop
humanist
level and
training o
typesettin
Indesign)
environm
musicolo

How many users interact with your project monthly and what are the preferred forms of interaction? (max. 500 characters): Around 5
people a
group for

Sustainability

What is the full duration of your project (from beginning to end)?: From 3 to 6 years
What is the approximate total budget for your project (in Euro)?: From 30.001 to 75.000 Euro
What is the source of funding for your project?: Grants
Is your project economically self sufficient now?: No
Since when?: 2014-06-29 22:00:00
When is it expected to become self-sufficient?: 2017-02-27 23:00:00

Transferability

Has your project been replicated/adapted elsewhere?: No
What lessons can others learn from your project? (max. 1500 characters): Certainly, the most impo
and match with the best
learning, simultaneously
personnel. All this was c
supplement to traditiona
work for the benefit of e
the cultural sector, whic
Another lesson is that m
professors want to give
develop our project in al
it, because this is the at
(in our case: workshops

Are you available to help others to start or work on similar projects?: Yes

Background Information

Barriers and Solutions (max. 1000 characters): A barrier is a lack of professional equipment, that is w lectures as we would like, in places of origin of well-k desired. At present, we have to borrow cameras from paperwork and lack of availability. PhD Guczalski fro quality of his lectures is poor (moreover, we cannot a befriended). Another barrier is lack of money. Our wa conduct training free of charge and we ask for help in programs, we do not advertise ourselves in the media

Future plans and wish list (max. 750 characters): Our ambition is for our internships to be an alternat universities in Poland consider online internships le sometimes are more effective indeed). This is, how Creating a network of video lectures on different m other universities in the world can establish an inde MEAKULTURA which can constitute a unique bank music, jazz, rock, which in connection with the tran including English, will facilitate our activities in the i students (also those from abroad). Poland, due to t boundaries has large Polish communities in the ea we also want to reach these people who will be abl often unfeasible plan to come to their homeland (vi dream is to make it possible for the best people tra magazine and elsewhere).

musicology [1] music [2] music magazine [3] criticism [4] writing [5] e-learning [6] on-line publishing [7] workshops [8] articles [9] internet database [10] e-volunteering [11] journalism [12] video-lectures [13] art [14] european legacy [15] education culture [16] international projects [17] polish culture [18] CMS [19] student occupational training [20] humanists [21] musiologists [22] gaining education [23] job market [24] professional development [25] blues [26] jazz [27] pop [28] classical music [29] music promotion [30] proofreading [31] rock [32] alternatative music [33]

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Links
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[2] https://www.gjc.it/en/category/parole-chiave-separate-da-virgole/music
[3] https://www.gjc.it/en/category/keywords-separate-with-commas/music-magazine
[4] https://www.gjc.it/en/category/keywords-separate-with-commas/criticism
[5] https://www.gjc.it/en/category/keywords-separate-with-commas/writing
[6] https://www.gjc.it/en/category/parole-chiave-separate-da-virgole/e-learning
[7] https://www.gjc.it/en/category/keywords-separate-with-commas/line-publishing
[8] https://www.gjc.it/en/category/keywords-separate-with-commas/workshops

[9] https://www.gjc.it/en/category/keywords-separate-with-commas/articles
[10] https://www.gjc.it/en/category/keywords-separate-with-commas/internet-database
[11] https://www.gjc.it/en/category/keywords-separate-with-commas/e-volunteering
[12] https://www.gjc.it/en/category/keywords-separate-with-commas/journalism
[13] https://www.gjc.it/en/category/keywords-separate-with-commas/video-lectures
[14] https://www.gjc.it/en/category/parole-chiave-separate-da-virgole/art
[15] https://www.gjc.it/en/category/keywords-separate-with-commas/european-legacy
[16] https://www.gjc.it/en/category/keywords-separate-with-commas/education-culture
[17] https://www.gjc.it/en/category/keywords-separate-with-commas/international-projects
[18] https://www.gjc.it/en/category/keywords-separate-with-commas/polish-culture
[19] https://www.gjc.it/en/category/keywords-separate-with-commas/cms
[20] https://www.gjc.it/en/category/keywords-separate-with-commas/student-occupational-training
[21] https://www.gjc.it/en/category/keywords-separate-with-commas/humanists
[22] https://www.gjc.it/en/category/keywords-separate-with-commas/musiologists
[23] https://www.gjc.it/en/category/keywords-separate-with-commas/gaining-education
[24] https://www.gjc.it/en/category/keywords-separate-with-commas/job-market
[25] https://www.gjc.it/en/category/parole-chiave-separate-da-virgole/professional-development
[26] https://www.gjc.it/en/category/keywords-separate-with-commas/blues
[27] https://www.gjc.it/en/category/keywords-separate-with-commas/jazz
[28] https://www.gjc.it/en/category/keywords-separate-with-commas/pop
[29] https://www.gjc.it/en/category/keywords-separate-with-commas/classical-music
[30] https://www.gjc.it/en/category/keywords-separate-with-commas/music-promotion
[31] https://www.gjc.it/en/category/keywords-separate-with-commas/proofreading
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