

# MEET: Media Education Exchange Talks Serbia and Kosovo

## EXECUTIVE SUMMARY:

Through Media Education Exchange Talks (MEET), American Councils aims to challenge the lack of educational exchange between Kosovo and Serbia by bringing high school teachers and students together to jointly expand mass media critical competence regarding news discourse analysis, media agenda setting, infotainment phenomena, media and public/private interests, film, music and ideology etc. as themes of global relevance. MEET is designed to create a capillary network of teachers and students from Serbia and Kosovo as a basis for future bilateral societal collaboration.

## GOALS AND OBJECTIVES:

The main goal of the project is to promote cultural dialogue--through a mass media competence participatory training--for the sake of bringing stability in the SEE region. The objectives of the project are:

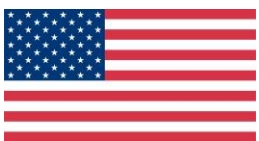
1. to have selected Serbia and Kosovo teachers work together and create a mass media critical competence training program for high school students, and
2. to develop mass media critical competence among youth through a series of workshops in Serbia and Kosovo facilitated by FLEX and YES program alumni, and to sensitize them towards their counterparts from Serbia and Kosovo respectively.

## BENEFICIARIES:

The direct beneficiaries of this project will be (approximately) 60 high school students from Serbia and Kosovo who will develop mass media competencies and expand their cross-border networks, 6 teachers who will increase their professional mass media skills while establishing educational ties with their peers, and 12 alumni of the FLEX and YES high school exchange programs who will gain trainer qualifications. The indirect beneficiaries are the colleagues and peers of the participating students and teachers. The 6 target cities, in each of which 10 high school students will be recruited to participate in the workshops, are Niš, Kragujevac, Novi Sad (Serbia), and Prizren, Peja, Mitrovica (Kosovo).

## ROLES:

- American Councils: facilitates mass media competence curriculum creation working closely with selected high school teachers.
- High School Teachers (6): teachers work together and, under the facilitation of American Councils, develop a unified mass media competence curriculum. They also act as mentors to alumni who will serve as the primary mass media competence trainers for participating high school students from Niš/Prizren, Kragujevac/Peja, Novi Sad/Mitrovica.
- FLEX and YES Alumni (12): alumni (2 each from each of the 6 sites), under the supervision of binational pairs of teachers, deliver mass media competence workshop and mentor selected high school students in designated cities.
- Guest Speakers (2): deliver lecture-testimonials to training participants.
- High School Student Trainee Participants (60): 15-18 year-olds in Serbia and Kosovo (at least 10 at each of the 6 sites) participate in alumni lead trainings and produce mass media competence awareness raising content.



MEET is generously sponsored by the  
U.S. Embassy in Belgrade, Serbia

OCTOBER -  
NOVEMBER  
2020

## CURRICULUM DEVELOPMENT

The American Councils Media Specialist will hold two or three online sessions with selected teachers to jointly adapt a curriculum in mass media competence suitable for high school students in Kosovo and Serbia.

## RECRUITMENT OF YOUTH TRAINERS

American Councils staff in Serbia and Kosovo will identify and nominate FLEX and YES alumni to serve as MEET youth trainers.

DECEMBER  
2020

## TRAINING OF TRAINERS

The 6 teachers, paired in binational teams of two, train selected FLEX and YES alumni to deliver the program curriculum. The three binational pairs will each get assigned to a group of four FLEX and YES alumni (2 from each country, grouped by site pair: Niš/Prizren, Kragujevac/Peja, Novi Sad/Mitrovica) to 'mentor' during the intensive workshops.

JANUARY  
2021

## PARTICIPANT RECRUITMENT

FLEX and YES alumni youth trainers will promote the workshop opportunity in their home communities through American Corners, high schools, and youth networks to encourage eligible 15-18 year-old students to register for the program (intensive workshop and public service announcement module).

FEBRUARY  
2021

## INTENSIVE WORKSHOP

FLEX/YES alumni youth trainers, with mentorship from binational teacher pairs, will deliver an intensive 4-hour workshop for at least ten 15-18 year-olds, per site, respectively in person in American Corner in Niš/Prizren, Kragujevac/Peja, Novi Sad/Mitrovica. The in-person workshops will take place synchronously in person in both cities. Each intensive workshop will include a lecture from a teacher from Serbia and a teacher from Kosovo and one joint presentation by 2 guest speakers (one each from Serbia and Kosovo).

MARCH-APRIL  
2021

## PUBLIC SERVICE ANNOUNCEMENT MODULE

Binational teams of high school student participants, under the mentorship of FLEX/YES binational teams, develop themed awareness raising posters/videos. For example, a binational group of high school students from Niš/Prizren work together and come up with a mass media competence relevant video/poster. It is expected that each workshop (Niš/Prizren, Kragujevac/Peja, Novi Sad/Mitrovica) would be followed up by at least one binational participant team creating relevant content. Approved videos/posters will get paid social media boosting if they fulfill criteria and receive an appropriate prize.

MAY  
2021

## CLOSING EVENT

Workshop participants, alumni trainers, high school teachers, guest speakers and American Councils staff will gather in a closing online conference with an aim to look back at implemented project activities, reflect on knowledge gained and lessons learned, and discuss potential follow up initiatives.



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