

MediaME - Media & Skills Training for a change

Young people in Vietnam have talent and great potential in shaping a new Vietnam. What they're lacking is access to proper soft skills training and how to raise their voice effectively on social issues. MediaME project aims at empowering and challenging youth to push for any positive changes. Besides teaching crucial skills on how to do multiplatform journalism, our project seeks to provide young people the knowledge they need to develop their critical thinking. More importantly, It emphasizes on helping them to realize their role and responsibility in seeking solutions and tackling problem

CATEGORY

[Access to Education](#)

LOCATION

[Vietnam](#)

WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

Describe the specific need or challenge that your team will address with this project

Young people in Vietnam have talent and great potential in shaping a new Vietnam. What they're lacking is access to proper soft skills training and how to raise their voice effectively on social issues. MediaME project aims at empowering and challenging youth to push for any positive changes. Besides teaching crucial skills on how to do multiplatform journalism, our project seeks to provide young people the knowledge they need to develop their critical thinking. More importantly, It emphasizes on helping them to realize their role and responsibility in seeking solutions and tackling problem

Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

We will organize MediaLiteracy seminars and MediaCamps for youth to acquire knowledge and sharpen their skills. They are encouraged to exchange their ideas and participate in online/offline discussions. They will constantly be coached and mentored to continue showcase their works and social projects. Once equipped with skills and knowledge, they are confident to participate and able to lead public debates, initiate arguments on social issues. The young generation is expected to become actors for change, through influencing their peers, families and communities to promote social advancements.

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

Media training for young people in Vietnam is inadequate. To date, there is no such training for high school students across the country. But more importantly, traditional education as well as outdated curriculum did not encourage students to develop critical thinking as well as practical skills.

The project will have direct impacts on 500 seeding high school students. These direct impacts include (1) better awareness of social issues; (2) better awareness of their role and responsibility to the society, especially in terms of tackling social issues; (3) media skills; (4) knowledge on how to get their voice heard and; (5) space to increase their voices.

Indirect impacts of the project are (1) spillover effects spread from participants to their peers and communities; (2) serving as models for media literacy and skill trainings for education institutions across the country.

<https://www.facebook.com/hsmn.edu.vn>

MEET THE TEAM

Project owner

[Thuy Do](#)

[Vietnam](#)

[Fulbright Student Program](#)

Project members

[Manage members](#)

[THU NGUYEN](#)

[Vietnam](#)

[Hubert Humphrey Fellowship Program](#)

[\[remove from project\]](#)

[Lam Bui](#)

[Vietnam](#)

[Fulbright Student Program](#)

[\[remove from project\]](#)

[Jovita Tamosaityte](#)

[Lithuania](#)

[Hubert Humphrey Fellowship Program](#)

[\[remove from project\]](#)

[Trang Tran](#)

[Vietnam](#)

[Global Undergraduate \(UGRAD\) Exchange Program](#)

[\[remove from project\]](#)

[Vin Vo](#)

[Vietnam](#)

[Study of the U.S. Institutes](#)

[\[remove from project\]](#)

[Long Pham](#)

[Vietnam](#)

[Fulbright Student Program](#)

[\[remove from project\]](#)

[Huong Vu](#)

[Vietnam](#)

[Fulbright Student Program](#)

[\[remove from project\]](#)

[Hong Vu](#)

[Vietnam](#)

[Fulbright Student Program](#)

[\[remove from project\]](#)

[Lan Anh Nguyen](#)

[Vietnam](#)

[Fulbright Student Program](#)

[\[remove from project\]](#)

[Trang Pham](#)

[Vietnam](#)

Overall, the project is expected to contribute to developing an informed and responsible citizenry in Vietnam

[Youth Leadership Program](#)
[\[remove from project\]](#)

WHO WILL BE INVOLVED?

Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?

MediaME' seminars, bootcamp trainings and talks will go to 400-500 aspiring youths and seeding students from 20 high schools in 4 cities and provinces including: 11 high schools in Hanoi capital city, 3 High School in Thai Binh rice-cultivating province, 3 high schools in Phu Tho northern province, and 3 high schools in Hai Phong Port city.

Having trained systematically and professionally, students will build up their capability. They will also go on field trips to spot out issues and to seek solutions to any problem existing in their community. Thus, the community is benefitted, too. &

Local partners

State Alumni will partner with Vietnam New Media Group/ MNMG School of Media which is founded by a number of inspiring alumni of an 2011 AEIF awarded project called "Empowering Young Vietnamese Reporter". They are committed to sharing and passing on the flame to build a healthy society. The other local partners will be local schools in Hanoi capital city, Hai Phong city, Phu Tho province and Thai Binh province. We will recruit students for the project.

Once participating and graduating from our program, they will connect closely and be mentored through our Alumni network. Together, young people will form MediaMe Alumni Network and they will continue to work to tackle problems in their community as well as sharing experience and solutions.

Initial schools that are in contact include: Luong The Vinh Gifted Highschool, Nguyen Sieu Highschool, Olympia Highschool, Wellspring International School, Nguyen Hue Gifted Highschool, Kim Lien Highschool, Thang Long Highschool, Hanoi Amsterdam Gifted Highschool, Marie Cuire highschool, Teachers Training School, Foreign Languages Gifted School, Viet Duc highschool, Thai Binh province gifted School, Bac Dong Quan highschool Nguyen Duc Canh highschool, Le Quy Don Highschool, Tran Phu Gifted Highschool, Thai Phien Highschool, Hung Vuong gifted school, Viet Tri Highschool,

Alumni team

1. Thuy.Do M., MediaMe Project Manager
Fulbright Program - 2004. Communications & Managing Director, May School
2. Long.Pham T.T., Trainer & Content Coordinator
Fulbright Prog - 2004. IBM Vietnam's Gov't Affairs Director
3. Thu.Nguyen A., Finance/Logistics Manager
Humphrey Prog - 2005. Vietnam Reporter, Asian Wall Street Journal
4. Hong.Vu T., Trainer & Content Coordinator
Fulbright Prog - 2009. Ph.D Candidate, Austin Texas University,
5. Huong.Vu L., Trainer & Content Coordinator
Fulbright Prog - 2009. Online Producer, World Bank Vietnam
6. Trang T.T. Tran, Trainer & Communications Coordinator
Ugrad - 2011. CEO of Domino English
7. Anh.Nguyen T.L., Trainer & Content Coordinator
Fulbright Prog 2003. Forbes Vietnam

8. Trang. Pham T.T, Content Coordinator

SEAYLP 2011, EnglishTeacher

7. Nhat.Cao X., Media Outreach/ External Relations Coordinator

Founder. Vietnam New Media Group.

8. Tuyet.Dao T., MediaMe's Alumni Network and Event Coordinator

Proposed Project Dates: May 02, 2015 - April 30, 2016

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

Implementing Plan and Timeline

We plan to start our project as soon as it is approved. The project will last for one year. To be more specific, starting May, 2015, MediaME will embark on the recruitment round. We will also contact schools in 4 cities and provinces to inform them about this wonderful opportunity for their students and have them participated in the organization of our project activities. We will invite knowledgeable alumni and experts to join. From August, 2015 – March 2016 Training and Coaching team will go to different schools in the project. Activities include but not limit to:

- Coaching and Training: MediaCamps, an intensive boot-camp training every two weeks to provide students with media knowledge and development skills. Training program focus on enhancing writing and reporting skills (Writing with purpose). Critical thinking, brainstorming and debating skills, Photo-essay and raising voices through photos (PHOTOVOICE); Utilizing online tools and social media for a Cause; Effective campaign launching and event management.
- Seminars and MediaTalks: MediaLiteracy workshops, MediaTalks and prompt discussion on various topics that arise in community and society. (On monthly basis): Students are to gather to exchange ideas and their observation. They are to debate over issues and work out reasonable solutions.
- Constant mentoring for students thru phone, email and social network etc...
- Outdoor field trips: + 'Theory and practice' trips with assignment: To best apply what they have learned previously, students will meet up in a group of 5-10. Exchange their observation of issues happening in and around their community and seeking solution as well as how to campaign for a positive changes. Field trips and teamwork are required. They will have to submit their 'harvest' works.
- MediaMe Alumni Network formed through shared activities. In March, 2016, Report Day where participants showcase their final products in our Exhibition GALA. The GALA event (planned for Vietnam's Youth Union Founding Day - March 26) will have participation of all schools. MediaMe Alumni Network will actively provide support for members and encourage its members to work on more community projects.

Communication Plan

We will have flyers and banners to disseminate information about the project, its components and recruitment to schools and highschool students..

Throughout the project's life, we will use social media to post our project for public view and update progress, to show results and to call for actions.

The project will be put under the radar of news media with reporters from local media to attend the launch of the project as well as report on the results at the end of the project.

Project beneficiaries are encouraged to use their Facebook to show their achievements, to build forum and website to keep one another updated about their works later on.

Evaluation

The project's success is measured by total number of highschool students participating the project's workshops, seminars and fieldtrips. It can be measured by feedbacks following each seminar/workshop/talks or on facebook, fanpage, abrupt interview and questionnaires. After a series of seminar and empowering workshops, we believe that the teens themselves can spread the knowledge to their friends, families and schools. Thus, focus group interviews (family members, teachers and friends) will be carried out to evaluate.

The project's success and impact is also counted based on the number of assignments which turns into actual community service projects. We will give students assignments as part of the practice and progress. We will collect to grade those 'works' and provide practical coaching so as to make the 'on-paper' work applicable.

Also, each MediaME's beneficiary target group will be required to spot out one issue from their community and work out solution and tackle the problem. Campaign for changes and report their work at Report Day. We will have exhibition for all schools participated in the project to showcase their final works/products.

Sustainability

Once the project is up and running, we believe that it will attract the attention and interest of the society and support from organizations to participate, and duplicate the project to run themselves.

We will also utilise MediaMe's Alumni Network to continue what they've learned to share with friends and pass it on.

These aspiring young people will inspire people around them to do more community projects. They will become leading elements in working for a better society.

TOTAL FUNDING REQUESTED

\$25,000.00

PROPOSAL DOCUMENT:

[Download budget](#)