



# UNDERTHEMOON

## PRESS RELEASE & VISIBILITY

### Under the Moon

**Press Release, Thanks to all participants of the Under the Moon project and their valuable contribution in IDEAS, PROPOSALS, TEXTS and AUDIO-VIDEO material.**



**Countries and Cultures** around the world have myths about the Moon, reflecting its prominence in the night sky and its impact on our lives from ancient time. Do you see any similarities between these myths? Young people in different countries "Under the Moon" has their life, dreams and wishes. Our project connected four groups of young people from Slovenia, Hungary, Croatia and Serbia and motivated them to think about similarity and diversity in their life, to research about problems they have, to find solution and to express themselves through film. Film is creative combination between LIGHT and

DARK. Everything, like Moon, has a light and dark side. Moon never shows dark side to anybody.

The project is called »**Under the Moon**«, because the moon itself stands as a symbol of connection. We all live **under the moon's light**, and if we think about it, together, we are incredibly small in comparison with the Universe, but at the same time we are very important. And also, our stories which we live Under the Moon's face are small and important at the same time.

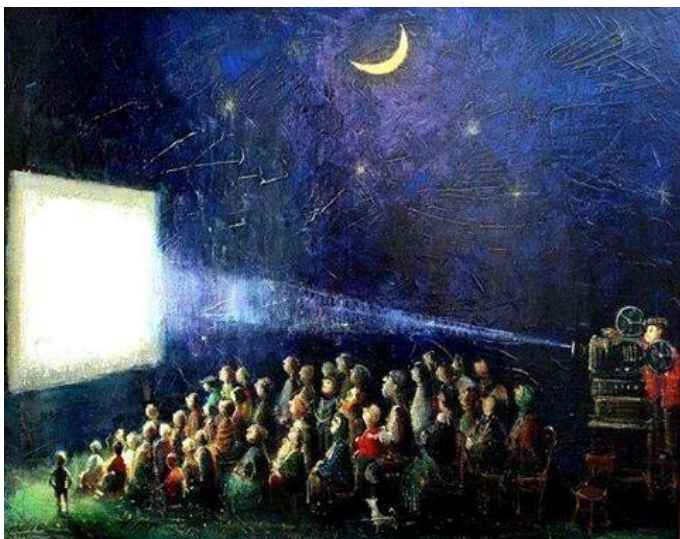
**Under the Moon** project will give the light to the dark side of our life. They are thinking today to shape our future TOGETHER. In our project we included partner organizations from neighborhood countries. Each country team have to be composed by young participants 16-24 years old. Each Country Team has Representative Team composed by 4 participants and one leader.



#### What we are going to do?

Our main idea is to motivate people, especially youngsters, with different stories and backgrounds from

all around the world to create one single story in this wide, different and modular project. The idea is inspired by overall look at people who live their own life in their own way, face similar problems in different parts of the world, without knowing that many times their stories are comparable and reflexively deeply connected.



### What is OMNIBUS?

**In history** the early omnibus was a **horse-drawn carriage** drawn along a set route, picking up and dropping off passengers as it went. It was introduced in London two centuries ago and soon became a popular form of transport for the middle classes - the working class would not be able to afford the fare, and upper classes could afford their own vehicle or to hire a hackney carriage. Under the Moon is OMNIBUS because we are traveling from place to place during our activities and many people have opportunity to drop in our Omnibus Project and to travel with us to discovery power of youth creativity.

**In literature** omnibus is a collection of several works and several authors on a similar topic, reprinted in one volume. Under the Moon is collection of many ideas transformed in four synopses and four storyboards ready to be converted and translated in **Media Language** and “printed” in one video book-FILM!

**In film** omnibus is exploration of internationally production of multi-authors/director episode films.

Omnibus films bring together the contributions of two or more filmmakers. During activities of our project we would like to discovery: Does this make participants inherently contradictory? How do they challenge critical categories in media creation? What are their implications in final film?

**In our project** OMNIBUS is creation of the new methodology we will use in our further projects and we will share through our networks! Under the Moon omnibus is combination of good will to learn together, strong motivation to get a new media/film skill and knowledge to express themselves in different way, inspiration to create four different film's pieces in four different countries and to build with them ONE film, one message composed by many messages.

**Our Project** will give to all UTM's participants' skill and knowledge important in Media Literacy to understand how to build TOGETHER with different BRICKS! Our goal is to connect different stories together in one, which will be as well displayed by one, single film. And for this reason, participants will create only one main script for all participating crews, which will be written and finished by all of them!



**Each participating group** prepared its own part of the script and storyboard and will shoot it in its own country. In the final of the project, all videos from each group will be edited together in one, “united in diversity” creation, which would be displaying different subjects, such as discrimination, poverty, active citizenship, European citizenship, professional orientation, job shadowing etc. During the last period of activities, groups was informed, educated and trained with instructions, knowledge about film language and information.



## Meetings:

During the project it was planned to have three meetings in different countries:

### 1<sup>st</sup> in Hungary (Budapest)

November 2014

Topic of the first meeting was creating the plan of collaboration between groups during the project, discussion and workshops about media literacy as well as writing the screenplay.



### 2<sup>nd</sup> in Slovenia (Trbovlje)

February 2015

At the second meeting, we finished the screenplay, evaluated our work and prepare for final production-filming of the written screenplay



### 3<sup>rd</sup> in Serbia (Belgrade)

July/August 2015

**The topic** of the last meeting will be **postproduction**: finishing the film, presentation of film (premiere) and final evaluation. During our meetings we will organize also workshops where the youngsters will work on different field of media production (depends of the topic during meetings, for example: writing screenplay, filming, editing and post-production, etc.), so through the whole



project youngsters will learn and gain competence from media literacy. More about 3<sup>rd</sup> meeting, workshop, evaluation and presentation in paragraph **VISIBILITY!**

## Visibility

**With UTM** project we would like to provoke the thinking of majority on the influences of people living on our planet, not knowing about each other, but still being connected no matter in which country they live and their possible cultural, traditional, confessional and other differences. Under the Moon will be good start point to practice Unity in Diversity and preparation for further projects.



**Apropos long term effect** we would like to point out that Under the Moon is important pillar of strategic partnership network between youngsters in different countries with focus in neighborhood (Balkans and Danube Region) but with all other also. We are sure that after this project all partners and other organization from our network will still continue to cooperate on UTM and while developing, gain also others, less experienced

groups of youngsters with the same thinking and will to learn, so we can share with them **methodology, experience, skill, knowledge and good practice.**



**Based on our former cooperation** we started to think about visibility intensively during the creation of the UTM Project. We know that for our further projects a powerful visibility plan is essential to being able to get seen, be prosperous and get what we want. With Under the Moon we started action in advance!



**Final meeting** of the project is planned to be in Belgrade in combination with 10<sup>th</sup> International Youth Media Summit, yearly event will be held in Belgrade with participants from more than 30 countries. Large international audience will help us in better and faster dissemination of results of the UTM Project, faster sharing of the outcome, Media and Broadcasting Visibility and Broadcasting Promotion. Start of evaluation and monitoring will be at the beginning of the Summit

because we would like to present our project and to ask for opinion, remarks and suggestions all keynote speakers of the **Summit's Media Literacy Conference:**

- World Civil Society, **Mr. Peter Pece Gorgievski**, Coordinator, Member in Presidency and Global Dialogue Foundation, Chief Executive, Australia
- UN Alliance of Civilization and UN PLURAL +, **Mr. Jordi Torrent**, Media Literacy Education Project Manager, USA-Spain
- UNESCO, **Mr. Alton Grizzle**, Programme Specialist, Communication and Information Sector, France-Jamaica
- European Parliament, **Ms. Julie Ward**, Parliament's Culture & Education Committee, the Regional Development Committee and the Committee on Gender Equality and Women's Rights, United Kingdom
- Austrian Federal Ministry of Education and Women's Affairs, **Mr. Karl Brousek**, Media Education, Dep. Public Relation, Austria
- Commonwealth Broadcasting Union, **Ms. Moneeza Hashmi**, President, United Kingdom
- European Broadcasting Union, **Ms. Metka Dedakovic**, Vice-Chairperson on The EUROVISION Children & Youth Experts Group, Producer in Television Development Department of the RTV Slovenia, Slovenia
- Prix Jeunesse International, **Ms. Kirsten Schneid**, Festival Coordinator and Workshop Leader, Germany
- International Youth Media Summit, **Ms. Evelyn Seubert**, President, USA
- Children's Express, **Ms. Hiroko Okami**, Executive Director, Japan

- European Association for Viewer's Interest, **Mr. Paolo Celot**, Belgium-Italy
- Roma Virtual Network, **Mr. Valery Novoselsky**, Executive Editor



**For all of us** is very important that we will have evaluation in the process of post-production of the UTM Project and that we will have time to implement all possible suggestions. Final presentation of the UTM Project have to be 5<sup>th</sup> of August 2015 and in audience we will have representatives and young delegates from Japan, Hong Kong-China, Albania, Afghanistan, Pakistan, Australia, Russia, Bahrain, Israel, Egypt, Palestine, Greece, Kosovo, Bulgaria, Serbia, Romania, Bosnia and Herzegovina, Italy, Spain, Germany, Austria, Slovenia, Croatia, Hungary, Sweden, Turkey, Qatar, United Kingdom, USA...

First time 20 members of four country's Teams of the UTM Project will have opportunity to **present their work directly** to so important persons and wide audience from many countries. They will have time to talk with delegated of the Summit personally and will have enough time to explain all details of the Project and talk about experience, knowledge, skill and relationship we are building during the implementation, creation, production and finalization.

Our **Visibility Strategy** is to use all methods young participants are familiar and in same time to use

"classical" way for promotion: newsletters, email, video, in-person presentation, Facebook, networking meetings, blogs, Twitter... This Strategy have to show to participants that the sky's the limit on their creativity and how they choose to make UTM known. Partnerships are one of the best visibility tools out there. We will enlist other individuals, organizations and partners to help promote UTM and spread the word about our project.



#### Who we are?

##### Slovenia

Mladinski Centar Trbovlje (leader and coordinator)

Youth leader: **Laura Zelensek**

##### Hungary

Gombolyag Foundation Budapest

Youth leader: **Vajda Boroka**

##### Croatia

Kino Klub Karlovac

Youth Leader: **Karla Stanic**

##### Serbia:

Svetski Samit medija za mlade

Youth leader: **David Jovanovic**

#### Contacts:

**Slovenia**, Mr. Zoran Smid, [zoran.smid@gmail.com](mailto:zoran.smid@gmail.com)

**Hungary**: Mr. Tamas Gabeli, [tami@busho.hu](mailto:tami@busho.hu)

**Croatia**: Ms. Ksenija Sankovic, [ksenija.sankovic@gmail.com](mailto:ksenija.sankovic@gmail.com)

**Serbia**: Mr. Miomir Rajcevic, [office@iyms.info](mailto:office@iyms.info)

#### Internet presentations:

Facebook: <https://www.facebook.com/UTheMoon>

Web site: <http://utm.iyms.info/>



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