

EBU SKILLSXCHANGE at News Xchange Copenhagen, 30 November – 1 December 2016



ABOUT THE PROGRAMME

The European Broadcasting Union is devoted to making Public Service Media indispensable. We support and strengthen public service media, provide first-class media services and offer our Members a centre for learning and sharing.

As part of its mission, the EBU aims to bring its Members together to create dialogues between different generations of experts and this way foster creativity and innovation to build a better future for the industry.

The EBU is proud to present the SkillsXchange programme (hereafter the “**Programme**”). The EBU Media Department coordinates a series of programme exchanges, events and an online forum to facilitate the exchange of knowledge, know-how and ideas between young professionals working within EBU Members broadcasting Organisations (the “**Candidates**”).

The next edition of the EBU SkillsXchange Programme will take place during the News Xchange Conference, on 30 November – 1 December in Copenhagen. It will address Candidates interested in following, networking and taking part in a panel discussion at one of the most important events in today's news landscape.

On this occasion, the selected Candidates will be accompanied by a mentor (a senior manager in media), that will advice them about how to make the best out of the event and how to better apply the lessons learned to their daily work and to their future career.

EBU Members interested in sending a candidate to this edition of the Programme are invited to read the conditions of participation and to apply by using the form for participation attached.

WHAT ARE THE BENEFITS OF THE PROGRAMME?

The participation in the Programme presents many advantages for the Candidates and their corresponding organizations:

- **Knowledge:** Attending News Xchange allows to meet with industry experts, special guests and international delegates and, in general, to deepen your knowledge of the news landscape today.
- **Network:** Meeting with other young professionals and top experts in the news industry and exchange ideas and skills with them

- **Creativity:** Participate in a stimulating, creative project with other talented storytellers from around Europe
- **International training and know how:** widen your knowledge of the international media industry by sharing experiences and inspiration that you can then apply to your daily work, when you are back in your organization.

WHAT IS EXPECTED FROM THE CANDIDATES SELECTED TO TAKE PART IN THE PROGRAMME?

Specifically, Candidates selected will be involved in the following areas:

1. The two selected Candidates will take part in a 35-minutes panel discussion about the topic “**Leadership Challenge - Managing A New Generation of Journalists**” during the News Xchange Conference. The panel will be composed by the two EBU SkillsXchangers selected and two senior managers from news organizations to be announced in due time. The panelists will be invited to exchange experiences and debate opinions about great ideas and concrete actions that news executives could implement in order to build a sustaining and sustainable news organization. The panelists will be put in touch with the moderator of the session and receive the corresponding briefing information and list of possible questions to discuss during the session at least two weeks before the event.
2. The two selected Candidates will be invited and encouraged to attend all sessions, workshops and networking activities during the News Xchange Conference. They will be invited and encouraged to share findings or thoughts about the sessions attended or the colleagues met on their own social media accounts and following their own style.
3. The two selected Candidates will be requested to deliver a brief creative report, in any format (e.g. traditional report, blog post, short video, Snapchat story, etc) about a topic previously defined with their mentor and including thoughts or lessons learned at the event and about a topic related to becoming good leaders of a news organization.

WHAT ARE THE CONDITIONS AND CRITERIA TO BE ELIGIBLE FOR THE PROGRAMME?

Candidates must comply with the following cumulative criteria to be eligible for the Programme

- They must be working as multimedia journalists, producers, designers, social media experts and/or other digital storytellers in a newsroom environment.
- They must actually be an EBU Active Member organization’s employee.
- They must be under 35 years old (the age criteria will be flexible if the candidate’s motivation and profile are suitable for the programme)
- They must have a good knowledge of written and spoken English.
- They must have excellent interpersonal skills and ease to express themselves in public
- They must have a good understanding and critical views of the news landscape and how it can evolve
- They must be familiar with at least some form of social media publishing
- They must have interest and enthusiasm to jump on board of an international event.

HOW TO APPLY FOR THE EBU SKILLSXCHANGE AT NEWS XCHANGE?

If you are interested in submitting a Candidate, you are invited to complete the attached participation form (see Annexe I) and to send it back by e-mail to Miss Madiana Asseraf from the EBU Media Department at the address:

skillsxchange@ebu.ch

Application deadline is **14 November 2016**

Only applications received before 14 November at 23.59 CET shall be considered for the selection process

CONFERENCE, TRAVEL AND ACCOMODATION COSTS

For the Candidates selected, News Xchange agrees to pay in full for:

- Access to all sessions and workshops of this year's Conference
- Accommodation
- Flight/train tickets from and to the city of their organization to Copenhagen
- Lunch at the venue throughout the event

SELECTION PROCESS

A maximum of two Candidates will be selected for this exchange. Only Candidates for whom an application has been made within the Application Deadline shall be taken into account.

Candidates will be selected by a jury from the EBU Media Department and the News Xchange management teams.

News Xchange will have the final word in relation to the final list of Candidates entitled to take part in the Programme. Its decision shall be discretionary and final. No recourse shall be exercised.

ARE THERE ANY NOTES TO TAKE INTO ACCOUNT IF A CANDIDATE IS SELECTED?

Communication for the selected Candidates

You will be informed by no later than 20 February 2016 of the Candidates selected for this editi

Participation

By presenting a Candidate, the EBU Member undertakes to present a Candidate complying with the expected skills and will ensure that the Candidate in question, if selected, will actually participate actively in the Programme for the whole agreed duration. If the Candidate initially presented has a last-minute impeachment, the EBU Member will present and send another Candidate of an equivalent profile.

IP Rights the Candidate's contribution

The Purpose and the expected outcome of this Programme is for the EBU and its Members to create a case study that can be freely used, shared, improved, modified and further disseminated within the whole EBU Community. Accordingly EBU Members presenting Candidates are requested to secure from the employee that they present for participation in the Programme that the Candidates agree to assert any rights on any contribution arising out of his-her participation in the Programme.

The EBU Member agrees that this shall be a pre-condition for a Candidate to participate in the Programme.

Responsibility and insurance

The selected Candidates will remain under the responsibility of their organisation during the Programme Week. To that end, EBU Members shall ensure that they are adequately insured.

ANNEXE I: APPLICATION FORM

This form should be completed and returned, signed by a duly authorized representative,
to Mrs Madiana Asseraf of the EBU Media Department
by email: skillsXchange@ebu.ch
by **14 November 2016 at 23.59 CET**

I (name and function)	
of (organization)	
Email address	
Telephone number	

- hereby confirm that my organization wishes to present the Candidate whose details are given below to take part in the EBU SkillsXchange Programme on News Xchange in Copenhagen on 30 November – 1 December
- hereby certify that my organization agrees to abide by the terms and conditions for participating in the Programme and, if selected, my Candidate will take part in the Programme.

Name of the Candidate	
Organization	
Age	
Telephone	
Email address	
Title/Function in the Organisation and area of expertise	
Social media accounts and blog or web site of the Candidate (if any)	
How the Candidate describes his or her job in less than three sentences:	
Link or file to download following the instructions described on the 'Exercise' section (see following page)	

Date and signatures of the Candidate and his/her supervisor or a duly authorized representative:

ANNEXE II: EXERCISE

In order to complete their application, the Candidates must complete ONE of the following exercise (free selection):

OPTION 1:

You are a political (mobile) reporter documenting the US Presidential Campaign. We need you to put together a video up to two minutes long explaining the highlights and elements or topics to address, attract and inform an audience of 18-35 years old. The content can be an 'on the go' documentary-style video, or something more thoroughly planned. The video will be used for distribution through a private Facebook group that other peers journalists can consult.

OPTION 2 :

You are a journalist and you are applying to be promoted to team leader, but you are not the only candidate. Your management asks you and your peers on the same selection process to identify and define three concrete things that you would implement in order to build a more attractive and engaging news organization. They need you to explain your ideas on a video up to two minutes long where you explain your ideas. Your management team will visualize in a closed-room during the selection process. You can accompany the video with any illustrative or creative examples that you think will help your audience understand your message.

NOTE:

The Candidates might accompany the link or file to download to their application form.

The content received by the Candidates of the EBU SkillsXchange shall only be visualized by the selection process team from EBU and from News Xchange. It shall not be distributed and shall only be used to get to know better and select the two Candidates to be invited to Copenhagen.