

Release of high school newspaper “TIME OUT” in Macedonian and Albanian language

Continuation of existing project



Overview



- Background of the project
- Goal / Objectivities
- Main activities
- Target group
- Expected results and indicators of success
- SWOT

Background

- Division of high schools after 2001
- Survey amongst the youth in Kumanovo about the need for the project
- Identification and training of a core group of high school pupils- journalists



Project goal and objectives

- To initiate a long-term inter-community dialogue among high school students of Kumanovo using printed media a tool, in particular with regards to the current situation where the 8 secondary schools of the municipality are ethnically divided
- To release a High school Magazine in Macedonian and Albanian language on a monthly basis that can bridge the divided schools and allow a permanent flow of information between the ethnic communities in Kumanovo
- To capacity-build a core group of youth amateur journalists in the field of journalism and printed media, based on the standards and code of ethics in force in the European Union. This learning process shall primarily focus on technical aspects of journalism but as well help the young journalist selected avoid stereotypes and prejudices
- To offer the possibility to High school students to express ideas and opinions in an open and pluralistic way, as well as to address such ideas to a wider public in Kumanovo, in particular when it comes to inter-ethnic dialogue
- To develop a printed medium that empowers Kumanovo Youth and puts students' needs at the forefront of the community, avoiding any kind of politicization and preventing ethnic intolerance among the secondary school students. All mechanisms in place within these projects are designed to give ownership of the project to the young amateur journalists involved in the release of "Time Out", IPK playing the role of an advisor and monitor.

Main activities and target group

- The process of Time Out: draft editorial line, write articles, translation, design, approval, printing
- Distribution
- Training component for journalists
- Around 5000 secondary school students, 30 journalists, community members

Expected results and indicators of success

- Providing a forum for Kumanovo and Lipkovo youth to express their minds about the topics that interest them, including education, employment, social life, etc.
- Being the first high school magazine published in 2 languages and written by students from different ethnic groups .
- Serving as an example that a group of ethnically mixed secondary school students/journalists can cooperate for a common purpose of publishing a magazine.
- Giving youth participants the opportunity to develop their journalism skills on an individual level and put the participants interested in pursuing journalism as a profession on the right path.

- The Time Out success and influence can be and has been measured through: questionnaires, number of active journalists, number of readers, number of reactions received for the content of the magazine itself

SWOT analysis's

- Strengths: unique magazine with same content on two languages, opportunity for making closer youth from different ethnicities, possibility to attract donors, IPK is recognizable by Time Out, possibility for IPK to get access in the secondary schools, training of young journalists, the magazine is read by large audience: despite producing 3000 magazines/month it doesn't appear to be enough for all the kids and adults that read the magazine, continuous supply of youth volunteers eager to work on the magazine, no political influence: political party ads are not present in the magazine
- Weaknesses: a solution to self sustainability has not been found & funding for next year has not been located, possibility of text mistakes that can initiate revolt among the readers, losing already trained journalists who are leaving for studies, difficulties to keep a balance between journalists from different ethnicities

SWOT analysis's

- Opportunities: Advertising & making people pay for the magazines might be possible solutions to the funding question. However, the likelihood that businesses would be willing to place ads in a youth magazine is unlikely seeing as 1. Macedonia's economy is not strong and 2. the youth consumer base is not strong, constantly recruitment of active volunteer base, creation of network for IPK between schools, teachers and youth, development of other youth initiatives around Time Out
- Threats: no sustainability, misunderstanding of the magazine by individuals, grant funding for a project that has been in existence for some time is very unlikely seeing as a self-sustainability plan has not been achieved.