



MEDIA PARTNERS

Rationale:

Obviously, media can reach many more people with the key messages of the World Youth Congress (WYC) series than any of the delegates who actually attend. So, from the first Congress in the series, we have sought a close and constructive partnership with young media professionals and their bosses. For the first Congress in Hawaii (1999), we forged a partnership with the Honolulu Advertiser which ran over twenty articles - including a double page spread on the final day, written, designed and edited by young journalists attending the Congress. In Morocco (2002), several newspapers did the same - and in Scotland (2005), the Glasgow Herald ran more than a dozen articles on the 3rd WYC.

Media Partners are not just from the host nations. We are pleased to welcome Media Partners from anywhere in the world where young people are doing amazing things to contribute to the effort to make poverty history and where editors and television commissioners are courageous enough to run stories about them. Research shows that 80% of stories about young people in the media present 'youth' in a negative light: we are confident that most media are not aware of this - and would like to tempt their future readership and viewers with more positive articles about youth achievements. The WYC series offers the media a feast of such positive stories, along with photographs and personal angles.

What are Media Partners:

Print, radio, TV and online news papers companies, international press groups and agencies who are ready to present young people in a positive light - who feel that youth are not just citizens-in-waiting, but people who can actually contribute now in constructive ways to community, national and global improvement. Congress media partners are ready to buck traditional negative copy about young people and run stories that demonstrate that youth can be a "resource not a problem..."

Essentially, our media partners are prepared to devote space to exploring the question of what the 51% of the world's population who are under 25 can do to contribute to the effort to make poverty history. Just the same way as, 30 years ago, some of the world's media were prepared to consider the role that women could play. We also welcome freelance journalists who are focussed on youth-led development as partners and as seeking applications from youth journalists, we are also seeking partnerships with press unions and press associations.

What they are not:

Media partners are not expected to be cheer-leaders for Youth-led Development or blind, uncritical promoters of the Congress. Rather, we seek that they review the achievements of young people as critically as every other commentator.

What PCI can offer to the Media Partners:

- **Recognition:** PCI will link each Media Partner with this major international youth event by putting the company's name and logo on the websites (with links), in the Congress Book, and on the larger promotional materials prepared for the Congress. The Media Partners will be acknowledged next to any projects they have funded in the Congress Exhibition;

- **Proposing delegates:** In the selection of the delegates for the Congress, PCI will give a special attention to the applicants (active youth who are doing a project) who present a letter of recommendation from a Media Partner;
- **Participation in Shaping the Congress Series:** each Media Partner is welcome to become a part of the international team that is shaping the content and development of the Congress series around the world. They will be kept updated with information about the Congress Series development, and be invited to send representatives to international planning meetings etc.;

What PCI expects from Media Partners:

- **To Endorse a letter** welcoming the initiative of the World Youth Congress and its goals.
- **To Promote the Congress :** by an article or piece outlining the goals of the Congress. The WYC Secretariat will provide press releases draft articles, photographs, audio and video segments to enable you to put together such pieces easily.
- **To secure applications from innovative young journalists** concerned by development issues: we look to Media Partners to locate and encourage good young journalists to apply as delegate to come to the Congress.
- **To sponsor, adopt and track one or more Action Projects:** As with all other partners, we invite every Media Partner to select a local project that might appeal to their readers/viewers in one of the world's most disadvantaged areas. You can then track the project from its inception through its implementation phases to the final assessments and community evaluations.
- **Sponsor delegate travel:** Media Partners are invited to sponsor travel of selected delegates who have worked on projects they have supported; we also invite Media Partners to sponsor the travel of selected youth journalists whose applications they have endorsed.
- **To Send a Journalist:** We invite each Media Partner to send a journalist to cover the Congress and all that takes place there.
- **To make space - for a youth-created page** (or pages) about the Congress and Youth-led Development Projects around the world; the idea would be for the accredited young journalists of the Media Partners to lead the creation of such page(s) - but draw contributions and photographs from other young delegates and journalists from around the world
- **FOR CANADIANS - To sponsor a local Action Project:** If you are in the province of Quebec, there will be about 50 local action projects on which delegates will work. If you are a local newspaper covering a region within 250km of Quebec City, please look around your local community and promote the opportunity for hosting a local action project - thus becoming an important part of the wider global event. **CONTACT:** christian.robitaille@wyc2008.qc.ca for more details.
- **FOR CANADIANS - To sponsor a Provincial Post-Congress Action Project:** If you are outside that narrow radius around Quebec City, or in another province, please look around your local community and promote the opportunity for hosting a post-Congress action project. These are projects where communities will host overseas delegates to work with local Canadian youth on community projects that will benefit whole communities, the local environment and/or schools or local institutions. It is an important way of making the Quebec Congress a Canada-wide event, and allowing young people - who will have crossed the world to come to the Congress - experience more of this wide and diversified country!

For more information about partnership opportunities, contact:
david@peacechild.org or visit our site <http://www.wyc2008.qc.ca/>