

The third International school and student mass-media festival "Giraffe-Mass Media" includes competitions:

? ? [Youth television meridian](#) ? (television);

? ? [Optimistic radio](#) ? (broadcasting);

? ? [Fluent pen](#) ? (periodicals);

? ? [Inet](#) ? (Internet journalism);

? ? [Universal journalist](#) ? (competition-experiment).

*Festival venue:* 454080, Chelyabinsk, avenue of V.I. Lenin, 76, the South Ural State University.

*Duration:* 13 of 16 of April, 2011.

*The festival motto:* "Let's join hands, friends!".

*Festival symbol:* a giraffe, because this animal has a natural curiosity, endurance and friendliness – qualities necessary to real journalists. Also Giraffe – a symbol of the Faculty of Journalism SUSU and faculty of the student newspaper.

Project "Giraffe-mass media" – a wonderful opportunity to express themselves in different kinds of media, not only for Russian but also for foreign pupils and students.

## GOALS AND OBJECTIVES OF THE FESTIVAL

– Providing a wide information and cultural exchanges between schools, higher schools of Russia, CIS and foreign countries;

– Aesthetic and ethical education of youth through its initiation to the spiritual riches of national and world culture;

– Creating a socially important, educational, recreational student school print and online materials, as well as youth television and radio programs;

– Formation and development of youth media and the Internet, television and radio.

## FOUNDERS AND ORGANIZERS OF THE FESTIVAL

- ? The Government of the Chelyabinsk region;
- ? Legislative Assembly of the Chelyabinsk region;
- ? The Public Chamber of the Chelyabinsk region;
- ? South Ural State University;
- ? Office of extracurricular work SUSU;
- ? Faculty of Journalism, SUSU;
- ? Television and Radio Company ?SUSU-TV?;
- ? The Eurasian Academy of Television and Radio (Moscow);
- ? General Directorate of Press and Mass Communications of the Chelyabinsk region;
- ? General Directorate of Youth Policy of the Chelyabinsk region;

- ? Public Youth chamber at Legislative Assembly of the Chelyabinsk region;
- ? Union of Journalists of the Chelyabinsk region;
- ? The League of Young Journalists (Chelyabinsk).

## PARTNERS OF FESTIVAL

- ? ?Regional TV?;
- ? The state television and radio company ?South Ural?;
- ? Media holding ?31 Chanel?;
- ? School of own correspondents RTR-SUSU;
- ? Inter-regional public organization ?the information for all?;
- ? Institute of improvement of professional skill of workers of television and radio (Moscow);

- ? The center of the information and public relations SUSU;
- ? Children's film academy;
- ? The newspaper "the South Ural view";
- ? Information agency "UralPressInform";
- ? Site "74.ru";
- ? Media holding "Radio-Continental";
- ? The newspaper of SUSU "Technopolis".

## FESTIVAL PROGRAM

International school and student mass-media festival "Giraffe-Mass Media" is held in accordance with the program of the festival.

- ? opening of the festival;

- ? open views, plays, discussion submitted to the contest of journalistic materials;
- ? master classes with leading Russian and foreign journalists, editors and experts of print and Internet media, television and radio;
- ? awarding ceremony for winners and participants of the contest (dress code: evening gowns and suits);
- ? cultural program;
- ? closing of the festival.

## ASSESSMENT OF WORK

It is created a special youth jury of the festival for evaluation of each category of the competition. Results of the contest will be summarized by a joint committee composed of representatives of a special youth jury.

Chairman of the Joint Committee (Jury) ? Honorary Russian filmmaker, producer and president of Eurasian Academy of Television and Radio (Moscow), V.D. Ruzin.

Co-Chairs Committee (Jury):

- ? professor, Dean of the Faculty of Journalism, Southern Ural State University, Head

cathedra of "media" L.P. Shesterkina;

" general Director of Media Holding "Radio-Continental" G.B. Roizman;

" editor in chief of the regional edition of the South Urals Panorama  
A.V. Dragunov;

" director of the Information Agency "UralPressInform" G.N. Ivanova;

" chief editor of "74.ru" S.V. Krapivin;

and others.

### **As a result of the festival are awarded:**

" Grand Prix (laptop) for work done in any genre and served in any category;

" diplomas of winners of all competitions;

" diplomas of participants of the festival.

