

MEDIA RELEASE

29 May 2008

Ethiopian Youth Tackle Oneminutejr

Addis Ababa, Ethiopia, 29 May 2008 – Ethiopian youth screened their films to family and friends following a five-day oneminutesjr workshop.

The twenty youth, drawn from diverse backgrounds tackled the theme of identity and image with each coming up with their own unique interpretation. Blen Tenaw (15) decided to make her video about the strength of the Ethiopian people to stick together no matter what problems arise, while Kalkidan Tilahun (16) used the opportunity to show her love for architecture. Beniyam Ayenew (19) on the other hand wanted his video to show people about the art of charity.

The films made at the recent workshop as well as oneminutesjr videos from other African countries will be screened to the public during the celebrations in June for the Day of the African Child.

UNICEF Ethiopia decided to sponsor the oneminutesjr workshop as the initiative is in line with its long term programme of developing the communication skills of children and youth and promote intergenerational dialogue through the utilisation of media skills.

Reflecting the need for sustainability, a two day Training of Trainers (TOT) oneminutesjr workshop was also organized for local videomakers who work with children and youth. Having studied the oneminutesjr methodology, the TOT participants will be used in the future to provide similar trainings to the young in Ethiopia as well as other parts of Africa.

UNICEF Ethiopia has in the past organized similar media skills training for children and youth through Speak Africa, a pan-African communication platform that promotes the meaningful engagement of the continent's young through media, face-to-face dialogue with leaders and peers, as well as virtual exchange and expression through the site www.speakafrika.org

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