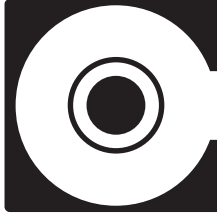


Join us in RIO DE JANEIRO



Youth
Empowerment
Alliance

for a discussion about our plans
to create a **WORLDWIDE**

YOUTH MEDIA
N•E•T•W•O•R•K 

The Youth Empowerment Alliance, Inc. is committed to working with youth media organizations to develop and distribute youth-generated stories to mainstream media WORLDWIDE.


Currently, youth worldwide are utilizing the media to advance their own communities. The 1999 Oslo Challenge called for all organizations to promote the use of major media for youth to express their views. Worldwide, more than 500 organizations have accepted this challenge. The next logical step is to systematize this process and enable youth from all over the world to learn of others who share their views.

As part of an effort to educate the general public about issues of importance to children, the Youth Media Network is being established to harness existing youth media (ages 25 and under) a permanent voice in mainstream media. Modeled after a syndicated news service, YMN will offer youth-generated stories for mainstream media internationally.

This involves several components:

-  Developing reliable, verifiable and consistent sources of youth-produced media worldwide

What we are doing: Working with many existing youth media organizations to identify the best of best to insure a steady flow of compelling, youth-generated materials.

-  Providing on-going training of youth journalists

What we are doing: Creating a United Nations-sponsored training of adults who work with youth to develop a universal format, best practices and editorial guidelines. Training sites will be in the following areas: New York, Beijing, Paris, Rio de Janeiro, Nairobi and Delhi.


-  Generating guaranteed distribution of youth-generated media

What we are doing:

PRINT: creating a worldwide network of print media that agree to run at least one story each week for one year of 500-1000 words/photos.

TELEVISION: We are also in production on a mini-series which will air throughout the United States on PBS in the fall of 2004. This mini-series will serve as a pilot project and will be used to solicit similar programming in other countries on major television networks that are accessible in every home.

RADIO: Once we get the print and television components up and running, we will develop a similar product for worldwide radio distribution.

-  Creating the assurance of financial resources to sustain the Youth Media Network

What we are doing: Creating a coalition through the International Philanthropic Coalition for Youth of on-going funding sources for at least five years.

Developing the network as a valuable resource to mainstream media that they pay for usage on an on-going basis.

Work in an efficient manner as to keep overhead low, and form strategic partnerships that allow for budget relief for many fixed costs to enable the network to operate without the need for unnecessary cash expenditures.

JOIN US FOR A DISCUSSION ABOUT THE YOUTH MEDIA NETWORK IN RIO AT:

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