

# BLENDED INTENSIVE PROGRAMME



# IN A NUTSHELL

- Students (and staff) from six partner institutions
- Produce multinational radio programmes for students (fixed format)
- Give feedback to each other's journalistic choices and radio formats
- Central theme= European policy on current topics
- Prove Europe is NOT boring but interesting and intriguing
- Virtual meeting and live week
- Started in 2012 as an IP



# PARTICIPATING SCHOOLS

- AP University of Applied Sciences & Arts
- FH Wien
- GIPA Georgia
- Haaga-Helia University of Applied Sciences
- Sofia University
- Universidad CEU San Pablo Madrid
- (Anadolu University Eskisehir)



# Themes

- Sustainable events
- Migration and cultural borders
- Ecological cities
- Food cultures in Europe
- Climate-proof developments
- Segregation
- European elections

# Format

- Each team: reportage of 6' min – 7' max
- Different sources: report, interviews, vox pops, ...
- WITH atmosphere
- One presenter in the piece
- Students decide about the choice of music
- All reportages together go in ONE audio broadcast (live) of 60 min. with hosts, introductions and jingles, ...
- Each team shows the work in progress with an Instagram Reel.



# Website

<http://www.europeonair.com/>

# LESSONS LEARNED: STRENGTHS

- Good preparation: pilots on national level but same theme
- Students ARE international and mingle very fast
- Radio is a great medium to learn from each other
- Sustainable partnerships are very rewarding
- Input from European institutions + workshops
- Engaging social activities
- Foster similarities & interculturality
- Network and friends for life
- LIVE international contacts are invaluable for intercultural awareness



# LESSONS LEARNED: OPPORTUNITIES

- Regular online staff meetings, also during live week
- Virtual component
- Clear instructions & formats
- Interim deadlines
- Social media as tool
- Administration!
- Logistic help when coordinating

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# Some impressions

- <https://www.instagram.com/reel/C74HDdQtHkx/>
- <https://www.instagram.com/reel/C76MmnSNrE1/>





Contact: [nadia.vissers@ap.be](mailto:nadia.vissers@ap.be)



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