



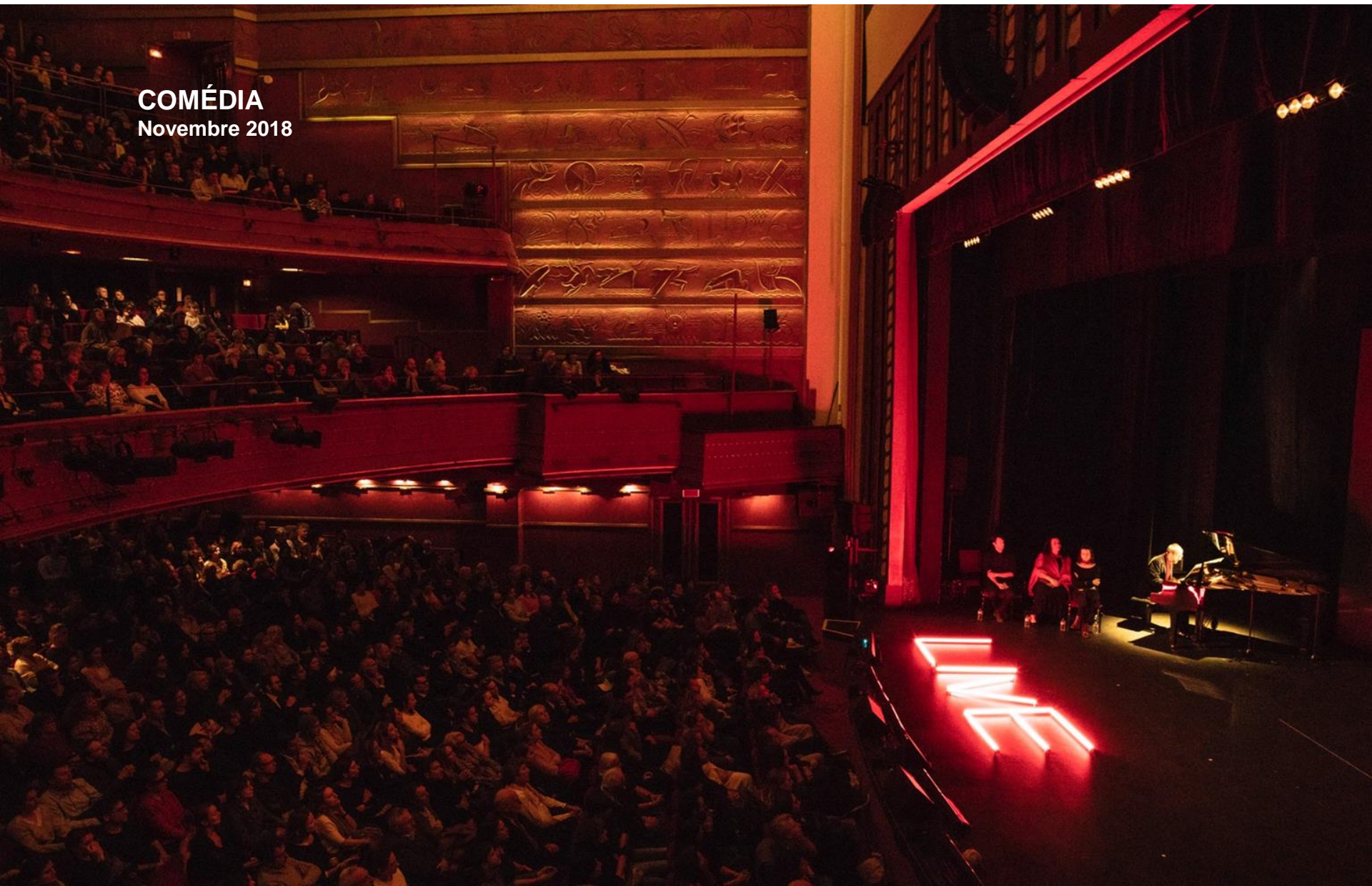
# Presentation of the Stars4Media Initiative

**BUILDING TRUST IN THE NEWS MEDIA WITH A DIGITAL LITERACY TOOLKIT**



Co-funded by  
the European Union

COMÉDIA  
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# Team's presentation

- **Ariane Papeians - Editor - Live medias**

is a producer and editor-in-chief at *Live Magazine* in Belgium. She has put together 17 editions of the magazine, involving 178 Belgian and international journalists, authors and artists - in Mons at the Théâtre Royal, in Tournai at the Halle aux Draps and in Brussels at Flagey, the National and at Belgian biggest largest theatrical venue : Bozar.

- **Sonia Desprez - Editor - Live medias**

is an independent journalist for *Le Journal du Dimanche*, *Grazia*, *M (le Monde)*, *Society*, *A Nous Paris*, and *Marie Claire*. When she discovered *Live Magazine*, which blends her two passions -- theatre and journalism -- she almost fainted (from joy) and decided to join the team.

- **Alice Sossella - Producer - Arts For**

is in charge of editorial and artistic relations with photographers, journalists, authors and creative minds at Arts For. Previously, she worked for Samsung (at the marketing department) while being a photographer at night.







## **Initiative's summary**

**Building Trust in the news media with a digital media literacy toolkit**

**Our idea is to build a media literacy toolkit aimed at educators, students and media literacy professionals in 2 languages (French and Italian).**

**Live Journalism combines the power of storytelling with the depth of facts to reach out to a diverse, often distrustful audience, including the youth. We want to educate, entertain and develop trust between the media and the general public. And to celebrate journalism at a time of profound perils.**

**We have a two-tier mission: build trust and foster diversity. Of course we know those are intertwined and that we build trust because we foster diversity.**



# Initiative's results

**2 online toolkit for educators, teachers and media literacy professionals, in 2 languages (French and Italian).**

**4 narrative videos in French and Italian (coming)**



# JESSICA HILLTOUT

Jessica Hilltout is a photographer. She got behind the wheel one morning in Brussels and headed for Ulaanbaatar, then back home by way of Cape Town — just 80,000 kilometers. Soon enough she was back on the road in East Africa, West Africa and Madagascar — adding 20,000 kilometers and 14 borders to the meter. *The New York Times* and *National Geographic* published her work under the titles *Grassroots Soccer* and *Soccer Joy*. If asked to define what she's searching for, she'd say "the beauty of imperfect things." There's a word for it in Japanese: Wabi-Sabi.





# NOÉ SARDET

**Noé Sardet is a documentary filmmaker, communicator, and multimedia designer. He holds a Masters in Art Direction and Multimedia Engineering from the University of Nice, France. In the past decade, he has worked as a director and creative producer, in New York, San Jose, Montreal and in the south of France, where he was born and raised. Noé focuses on documentary film production, exploring content driven stories in international science research and environmental projects. He is a diver and loves adventure.**





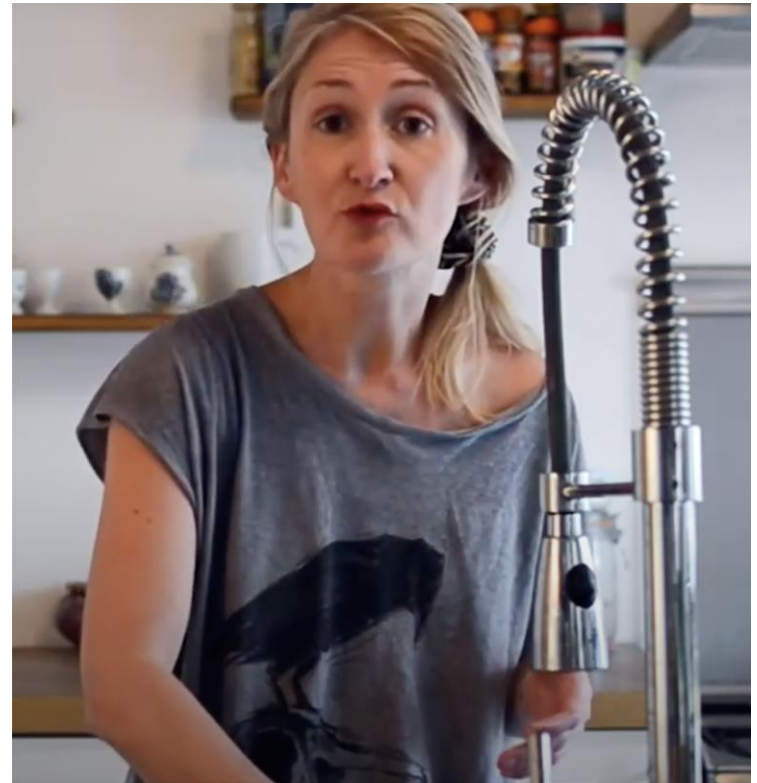
# ANNE GEORGET

Anne Georget is a documentary filmmaker. An expert at news investigations and science-based films, a New York Times article changed her life, sending her down a rabbit hole of historical research, leading her to work on a book, an exhibit and three films: *Mina's Recipe Book* and *Imaginary Feasts* were shown on television and at festivals around the world. The *Evasions* exhibition was inaugurated this April 2018 at Sète's Musée international des arts modestes. When Anne is not making movies, she fights for the creative rights of filmmakers at France and Belgium's Civil Society of Multimedia authors, of which she was the president until last year.



# ELODIE EMERY

**Elodie Emery is a journalist. She has worked on the western embrace of the Buddhist religion and the crimes and abuses committed by spiritual masters. After years of investigation, she contributed to the downfall of the Tibetan lama Sogyal Rinpoche, author of the world bestseller *The Tibetan Book Of Living And Dying* and founder of the Rigpa centers (130 centers in 41 countries). Rinpoche ended up disgraced by the Dalai Lama. She has long been a daily columnist on the French public radio station. Before becoming a journalist, she worked as a product manager at L'Oréal... Another life.**



# Challenges

**The main challenge we faced was to create an international value for the project.**

**We went beyond the borders, enhancing the international nature of this project on the one hand and the natural spread of journalism on the other.**

**The exchange with the various team members was absolutely fundamental within this project. Through several video calls, we had the opportunity to get to know each other's skills and talents in depth, learning in this way from each other.**

**The international partnership is itself a strategic part of our project: only the continuous exchange of operational and technical information on the one hand and stories and contents on the other, have allowed us to achieve the desired result.**

# Lessons learnt

**Over the past few months we have strengthened our European network of like-minded, women-led, media organizations**

**The exchange enabled us, finally, to share know-how and best practices (as well as good vibes and creative energy.) We know it will be the building blocks of an ambitious initiative.**

## **STORYTELLING & NARRATIVE TOOLKIT**

**Ariane Papeians** shared her expertise in non-fiction narratives.

## **FACT-CHECKING**

**Sonia Desprez** worked on a fact-checking toolkit for authors, with a special emphasis for underrepresented stories.

## **COMMUNICATION**

**Alice Sossella** (3 years of experience in production) shared her expertise in producing videos.