

EMA Magazine Team

Proposed working agenda for the period up to 2008

The EMA Magazine team focused their work on the following issues:

Audience

- Students and alumni are the number one target group
- Prospective students are also on our list of recipients since the magazine will be used for promotion purposes. With respect to this it is important to keep in mind that there should be room for critical voices and discussion about the weak points of the Erasmus Mundus programme and the challenges students meet in Europe.
- Course coordinators are not a main target group. They should have access to the magazine, but its content should not be directed at them

Purposes of magazine

1. Give students and alumni a sense of belonging to an Erasmus Mundus community that goes beyond their own programme: This is a very important purpose. It is a key to the success of the EMA that Erasmus Mundus students and alumni feel as part of a common community.
2. Give students and alumni a forum for expressing opinions. Again a high priority purpose. If students are to feel as part of the same community and wish to take part in the EMA they should have possibility to discuss freely.
3. Inform students about the EMA and its activities. This is a very important purpose. E.g. reports on activities, activity calendar, status on policy-involvement and the like.
4. Help students and alumni to successful/enjoyable stays in Europe. This would include provide useful information about living in Europe, travel guides, guide to visa application etc.
5. Convey an image of the diversity of Erasmus Mundus students and alumni. This is relevant since many choose the programme to get the possibility to study in a multicultural environment.
6. Promote Erasmus Mundus to prospective students. This is not a main purpose but the magazine will be used for promotion. It should be given a lot of attention that using the magazine as a promotion tool does not conflict with purpose 1 and 2.
7. Promote Erasmus Mundus to prospective partner universities. Again not a main purpose but since the magazine will be sent out to course coordinators it should be kept in mind. Again, it is important this secondary purpose does not set limitations for purpose 1 and 2.
8. Increase the knowledge that students and alumni have about European higher education. It could be advantageous to students and alumni to get insight into e.g. competencies of European universities, how a common area for European education is being developed, insight into the Erasmus Mundus initiative.

Content Categories

To ensure content that appeals to all students each edition of the magazine should cover a range of article categories that are of interest to readers and conveys to the purposes of the magazine. We imagine each edition should feature one or two

articles within each category.

- Studying in Europe. E.g. articles about European academic traditions, news about Erasmus Mundus programme, background on the Bologna process.
- Living in Europe. General reports on countries in Europe (could be comparisons between different countries)
- Bringing the world to Europe. Background stories or news from the countries non-EU students and alumni come from. It should be mostly cultural, educational and touristic articles because political stories can be very controversial.
- Life after Erasmus Mundus. Personal or other types of stories that related to job & career to give ideas/inspiration and good advice to students with respect to life after university.
- Academic interest of students and alumni. E.g. the danger of climate change, challenges to journalism, how to launch a satellite etc. A suggestion is rotation between programmes or clusters. Maybe 2 articles pr. edition so that we ensure diversity.
- Success stories. Stories about students achievements. This theme relates to student activities (research results, awards, projects) in order to distinct from them from the 'life after Erasmus Mundus' theme.
- Contribution (article) from a writing contest. Each edition has a call for contributions.

Overall theme

Each edition should have an overall theme that could, in principle, belong to any of the categories or span over several of them. Examples could be: the environment, space, media, getting a job, technology etc. It is important that the overall theme is very broad and encouraging for different interpretations. An overall theme is a helpful tool in making calls for contributions.

Permanent sections

- Tourism page(s). Written by students that visit a country that are not their own in relation to Erasmus Mundus.
- Opinion section. Students can air their opinions on Erasmus Mundus-related matters
- Portrait of a selected student or alumni. Make a lottery and select a student to do a portrait of.
- EMA news section. Activities, news/status from workgroups
- List of programmes. Each edition should feature a list of programmes.

Organization

- A permanent student committee. They would have a function similar to ours. We find continuance of our work important.
 - A professional editor (journalist) in charge of management. He/she has responsibility to gather content and to edit contributions. Further, he/she will contribute with 4-5 articles pr. edition to ensure the quality and diversity of the magazine.
 - Student/alumni provide content
- Volunteer work and small writing competitions (win books, an ipod or the like).
The possibility to get your articles edited and learn from a professional editor

might be rewarding enough for students to participate.

If this does not work (meaning: there are not enough articles from students to fill out the magazine) then a model where students are paid for their work should be considered.

- Internships for students (could be unpaid). This is a long-term goal.
- The editor can “use” course coordinators to gather content. Maybe a rotation between programmes that obliges them to deliver something with regular intervals.

Frequency

- Optimum: Two editions a year
- Alternative: One edition a year

Length

- Optimum: 32 pages
- Alternative: 24 pages

Format

The magazine should be available both as print and as a PDF-version online. EM students move a lot so it would be convenient to have the magazine available online also. But we stress that it is important to have a print magazine at the same because it makes the magazine more tangible and more enjoyable to read. It is also a matter of prestige.

The magazine will be free of charge and available for everyone interested.

Graphics

- Need for a graphical designer
- A common visual identity for newsletter, magazine and web page.