



**MORE THAN 20 LOCAL YOUTH REPORTERS TO COVER
2012 ONE YOUNG WORLD SUMMIT IN PITTSBURGH**

*INITIATIVE TO SERVE AS MODEL FOR FUTURE SUMMITS AND ENCOURAGE QUALITY, TOPICAL
REPORTING BY THE WORLD'S FUTURE JOURNALISTS*

PITTSBURGH, Sept. 20, 2012—Who better to cover the next generation of emerging world leaders than the next generation of journalists? With One Young World, the premier summit of future leaders in their 20s, coming to Pittsburgh October 18-22, the Pittsburgh Youth Media Advocacy Project (YMAP) is spearheading the Pittsburgh Youth Reporters Program (PYRP), which will enable up to 40 high school journalists to receive training and then cover this global conference.

“Our goal is to provide an intensive youth journalism project that engages high school students in globally focused, fact-based reporting and well-reasoned opinion pieces,” said Jennifer Snyder-Duch, associate professor of communication at Carlow University and co-founder of the YMAP coalition. “The One Young World summit presents a unique opportunity to immerse local students in global issues and help them hone their journalism skills.”

One Young World, which has the largest representation of countries other than the Olympics and United Nations, is expected to attract 1,500 delegates from 190 countries to discuss the most pressing global issues, tackled daily by our world’s leaders. One Young World was launched in London in 2010, where more than 800 delegates from 114 countries attended. In 2011, the summit was held in Zurich, with 1,200 delegates from more than 170 countries participating.

“The Youth Reporters program is in alignment with the goal of One Young World, which is to foster youth engagement with important global issues and to amplify the voices of tomorrow’s leaders,” said Kate Robertson, co-founder of the One Young World summit. “This innovative initiative coming out of Pittsburgh is one we hope to replicate at future One Young World summits in other countries.”

YMAP is partnering with the World Affairs Council and One Young World to offer a “Media Boot Camp” that will equip high school students from 26 school districts in southwestern Pennsylvania to cover the summit as youth reporters. During the two-day boot camp in October, supported by The Heinz Endowments and a Spark Award from The Sprout Fund, students will learn skills related to storytelling and story development, use of various media – including video, audio, photography, blogs, writing and info-graphics – and publishing.

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Pittsburgh Youth Reporters to Cover OYW -2-

Following the course, students will receive press credentials to participate as journalists in the One Young World summit, conducting interviews, covering the conference and developing “showcase stories.” The results of their efforts – videos, blog posts, full-length stories, and more – will be published in a public online portfolio, and through local and national news outlets. The student journalists’ reporting and coverage will also connect their school classmates with the vital issues that emerge during the One Young World summit.

“This unique opportunity will allow student journalists to connect with young people from around the globe, and empower them to engage in ongoing media advocacy activities that will serve as a model for future youth journalism opportunities in Pittsburgh,” said Larry Berger, executive director of SLB Radio Productions, Inc., a member of the YMAP coalition.

“As a whole, Pittsburgh is very supportive of giving our youth a voice and our Youth Reporters program will teach our local teens core work and life skills that they will be able to apply to their next project, class or future job,” said Jeff Baron, director of student engagement, The Consortium for Public Education. “Through the program, students will learn how to effectively plan and communicate, conform to a process and work with a team to meet deadlines.”

More information on the summit and opportunities for involvement with One Young World is available at OneYoungWorldPittsburgh.com and OneYoungWorld.com.

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About Youth Media Advocacy Project (YMAP)

The Youth Media Advocacy Project (YMAP) is a collaboration between Pittsburgh-area media and educational organizations. It was co-founded by Jennifer Snyder-Duch, associate professor of communication at Carlow University, and Jim Kelly, professor of social work at Carlow University. This coalition seeks to encourage, support, and disseminate youth-driven, non-traditional media. YMAP is also committed to engaging and influencing traditional media to involve, accurately portray, and interest the youth of our community. The coalition includes Carlow University, SLB Radio Productions, Inc., The Consortium for Public Education, and the World Affairs Council, with additional support from the Allegheny Conference on Community Development, Pittsburgh Community Television (PCTV), Pittsburgh Post-Gazette, and WQED.

About One Young World

One Young World is a global youth leadership summit, bringing together 1,500 delegates from 190 countries worldwide. Unlike any other event in the world, One Young World gives delegates the kind of media platform and forum afforded ordinarily only to those who lead countries and corporations. One Young World gives them a platform for their views, vision and ideas to create real resolutions for real change. Supported by Counsellors including Archbishop Emeritus Desmond Tutu, Sir Bob Geldof and Muhammad Yunus, delegates tell the world what the leaders of tomorrow think and feel – and what they demand of the leaders of today. Founded by David Jones, Global CEO of Havas, and Kate Robertson, UK Group Chairman, Euro RSCG, One Young World is a unique event that offers international decision makers powerful insight into where our world may be heading.

Last year the One Young World Summit was held in Zurich, Switzerland from 1-4 September. This year the One Young World Summit will be held in Pittsburgh, USA, from 18-22 October.

One Young World – where young leaders start leading.

For more information about One Young World please visit: www.oneyoungworld.com

