



# PROJECT PROPOSAL

BY Loh Mei Ling





# WHAT SAY YOUTH PODCAST

Project title



# INTRODUCTION

A project run by university students.  
This project consists a series of podcast discussing current social issues between youths and media professionals in national context.

# OVERVIEW OF GROUP

## ■ Group Members

### **Jasmine Ong**

- Persuasive communication
- Marketing Director
- Podcaster, content creator, editor



### **Loh Mei Ling**

- Film & Broadcast
- Project Director
- Content creator, podcaster, editor



### **Yim Chee Kei**

- Film & Broadcast
- Creative Director
- Editor, content creator, podcaster



# BACKGROUND & OVERVIEW OF PROJECT

## Why focus on **Media Literacy**?

### Evolution of ICT

- Bombarded by information; Instant & fast
- Misinformation & disinformation
- Media literacy is a skill needed in this era - media practisers, media users

### Media in Malaysia face more challenges:

- National condition in Malaysia: comparatively conservative compared to other demoractic countries eg: United States, United Kingdom..
- More facet to cover a news (multi-racial, religion and culture)
- Restriction of laws eg Sedition Law, Printing Presses and Publication Acts

# BACKGROUND & OVERVIEW OF PROJECT

## What has been done?

### Media4all

- Recruit media professional in teaching and training teacher on media literacy
- Theory of chain



# WHAT SAY YOUTH PODCAST

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# OBJECTIVES OF PROJECT

1. Empower youths in Malaysia to care more about nationwide and international issues.
2. Promote and raise **youths' awareness** on **media literacy** typically on **social issues**.
3. Provide a platform for youths and media professionals to discuss on current issues from media literacy perspective through participation of conversation.



# STRATEGIES & ACTIVITIES OF PROJECT

**10-12 episodes podcast program (each ep about 30 mins) focus on social issues**

## **Suggested issues:**

(might have changes from time to time)

- **Vulgarity**
- **Ethical issue on reporting - Clickbait**
- **Content Farm**
- **KOL/ Influencer literacy**
- **Taboo between races**  
(Something we think other race will care but actually not)
- **Keyboard warrior**
- **Fast food culture**
- **Victim blaming**
- **The rise of Asian representation in media**
- **The impact of rise of emoji and abbreviations in online communication**
- **Construct of beauty standards in dramas/movies**

# STRATEGIES & ACTIVITIES OF PROJECT

## Blurbs for each podcast episodes

WHO?

### **Guest - Media professionals**

- Lecturers in universities (media-related field)
- Representatives from Center of Independent Journalism

### **Podcaster**

University students

WHY?

- A platform for media professionals to communicate with youths
- Podcasters as university students ask questions / interview guest from their perspectives
- Media professionals can give more insight on the discussed issues, while interacting with youths

# STRATEGIES & ACTIVITIES OF PROJECT

## Blurbs for each podcast episodes

### WHERE?

#### Recording/Interview platform:

- Zoom
- Anchor

#### Broadcasted/Played:

- Anchor
- Spotify
- Apple podcast
- CIJ websites

### WHEN?

- Monthly update episode (every Saturday night 9pm)
- May - December (Sep -2; Dec -2)

# STRATEGIES & ACTIVITIES OF PROJECT

## **Target audience:**

- Teenagers
- School students
- University students

# RISK ASSESSMENT & MITIGATION

## RISK

### Law Restriction

- Sedition Law
- Defamation Law

## MITIGATION

### Consultation

# CHALLENGES OF PROJECT

## Critical Concerns

- Podcasters are young and lack of experiences
- Youths might not be interested on serious current issues

## Ways to overcome:

- Discussion with guests before real interview
- Use less jargon and explain complex things in simple way

# EXPECTED OUTCOMES

## Short term

- Highest number of listeners: 200
- Finished 10 episodes of podcast

## Long term

- Attract more and more listeners other than target audiences (youths), maybe working adults
- Include interaction with listeners



# Budget

**Recording equipment**  
**Production allowance**  
**Advertisement**