



10th of August 2010

**They were cool.
They were creative.
And they gave everything.**

Think Big Media College – the decision

Munich, 10th of August 2010 – Hundreds of young people participated in the Media College and posted their video ideas on the Net. Now a prominent jury is going to choose the best pieces. Members of the jury are Hadnet Tesfai, Agostino Imondi and Kool Savas of course. The winners will shoot a video clip with the rapper.

They rapped and danced, filmed and drew. Hip Hop loving, creative young people from all over Germany participated in the Media College. They built storyboards and posted them online, they told their stories by video clips. The result: Cool and touching pieces which contain a lot of passion and surprisingly much professionalism.

With the project 16- to 21-year-old adolescents could register and participate on the website www.o2thinkbig.de. In addition the Media College on tour stopped in 27 youth facilities throughout Germany during several weeks. On the workshops almost 500 young people learned what's important for the development and the shoot of a video clip. Supported by media educators and directors the participants composed texts and wrote scripts, blustered the Greenbox and built storyboards on the computer. Afterwards the finished clips were uploaded on the homepage www.o2thinkbig.de.

As a partner of the project Europe's leading microstockphoto provider Fotalia.com offered a selections of several millions of photos on its homepage which the adolescents could use as elements for their storyboards.

A prominent jury with representatives of the sectors movie, music and showbiz is going to choose the best 80 participants on the 19th of August. Members of the jury are Kool Savas who wrote a song exclusively for the project: „Sky's the Limit“ and also the host Hadnet Tesfai who is working as a Hip Hop expert for the music channel MTV since 2008. She is happy to contribute to the project: “It's brilliant that young people here get a chance to use their talent and their passion for professional purposes.” The director and screenwriter Agostino Imondi represents the world of movies in the jury. As recently as in 2010 he won the Golden Bear at the Berlinale for his documentation drama “Neukölln unlimited” which deals with young Berlins' passion for Hip Hop.

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In addition to that Vartan Bassil from the Flying Steps Dance Academy is on site. Further members of the jury which are going to evaluate the works of their coeval participants are: Hassan Akkouch, dancer and chief character in „Neukölln Unlimited“ and Josefine Scheffler, awardee of the German teen film prize 2010 and Lilith Kwee, member of the youth press in Berlin.

As initiators of the program Media College René Schuster, CEO of Telefónica O₂ Germany and Dr. Heike Kahl, executive director of the German Children and Youth Foundation, will provide their expertise at the jury meeting. The jury is going to choose the pieces according to determined criteria of quality, so for example the originality of an idea and the creative design will be evaluated and how exciting an issue was implemented.

The Media College is a cooperation of the German Children and Youth Foundation and Telefónica O₂ Germany and is also part of the pan-European Social Action Initiative „Think Big“ of O₂. The initiative advocates young people's advancement and their challenge. The selected participants of the Media College here in Germany will be invited to workshops in autumn where they can realize their ideas in a professional video clip for the song „Sky's the limit“, supported by an experienced film crew, Kool Savas and media educators. In autumn 2010 the clip will be published as official video for Kool Savas' song.

The objectives of the Media College are to train young people in the creative use of new media, to develop their social competencies and to show them potential ways to a successful professional future.

Think Big is a Corporate Responsibility Program of O₂ with a particular attention on supporting young people across our O₂ markets. The slogan: „We believe in young people“. Think Big was developed in cooperation with Fundación Telefónica which provided its long-time expertise in children and youth work.

The Telefónica Foundation was created in 1998 in Spain with the aim of establishing a long-term structure for the social and cultural activities of all companies of the Telefónica group, which includes the O₂ companies. Many O₂ people participated already in the Foundation's Proniño program that supports the education of more than 163,000 children in Latin America.

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Die Deutsche Kinder- und Jugendstiftung (DKJS) advocates young people in growing up well in our country and in experiencing and learning a democratic culture of togetherness. It encourages children in their abilities and their interests. It comforts young people to shape their places in society themselves and to take life boldly into their own hands. In order to lend them support many dedicated employees are needed. Therefore the DKJS incorporates parents, adult attendants and institutions in its programs and initiates reform processes: in kindergartens and schools, with the transition to the job world, in local family and youth policies.

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