

## **PRESS RELEASE**

**Warsaw, 10 January 2010**

### **CANAL+ CYFROWY REWARDS YOUNG JOURNALISTS**

*Results of the competition "It's the subject that matters"*

CANAL+ Cyfrowy has organised the fourth edition of the national journalism competition for 11 to 18 year olds "It's the subject that matters". Every year, young people enthusiastically become conscientious journalists and enthusiastic observers of the social world. Over 320 reports were filed during this edition.

### **COMPETITION CATEGORIES**

The competition has two categories: social issues and tolerance. Contestants had to pick an interesting topic - describe issues that affect local communities and explain initiatives that contribute to the greater good of the community. The competition's theme gave the young competitors a great deal of freedom in the type of report they filed. The jury rewarded an original and unusual take on important problems seen from a young person's point of view. Authors of the reports decided on the format themselves, choosing between a press article and radio or television report.

### **WINNERS OF THE "IT'S THE SUBJECT THAT MATTERS" COMPETITION**

The Jury, Beata Ryczkowska - CANAL+ Cyfrowy and Alicja Pacewicz - National Education Centre have chosen the 24 finalists and have awarded 8 prizes, plus one additional prize. The Jury has awarded a special prize to the filmed report by Joanna Proskień - from the Krzysztof Kamil Baczyński High school in Białystok. The film presents in a very interesting way the Węglowa - innovative cultural centre, located in a former depot in Białystok (North-East Poland) and a centre for independent artists. The prize winning entries include reports on foster families, young visually impaired people, therapy with dogs, people caring for stray cats and patients awaiting transplants. In the tolerance category, were rewarded a report on Chechen refugees and the radio report "Speaking about tolerance". The jury awarded an additional prize for an original report on a young nun.

### **PRIZES FOR WINNERS**

The most important prize is the cash prize of 40.000PLN, which CANAL+ Cyfrowy will award to the people or institutions presented in 6 of the 8 winning entries. Each year, the jury decides on the kind of support awarded, tailoring the help to the initiatives and people described by the pupils. The authors of the winning entries are awarded individual prizes (sports rucksacks and MP3 players).

"The competition raises awareness of current social issues amongst pupils. The young journalists tell us about things that they find important. We are delighted to be able to support the voice of the young generation through the competition" - has declared Beata Ryczkowska from CANAL+ Cyfrowy.

This year, all 11 to 18 year old pupils who have created a journalistic document (e.g. article, film, report) before 31 October 2009 on the current social problems in local communities: towns, villages, neighbourhoods and schools were invited to take part in "It's the subject that matters". The journalism competition is part of the media education programme Media Starter, organised by CANAL+ Cyfrowy in high schools. The programme aims to teach young people to use the media in a responsible and efficient way. It is also a way to show young people the role and duties of the media, and what the differences are between the various media. It is also an opportunity to demonstrate journalists' methods, the concept of a "fourth estate" and show the influence of the media on society and the individual, as well as the need for responsible advertising.

All information on the Media Starter Programme and the "It's the subject that matters" can be accessed on [www.mediastarter.pl](http://www.mediastarter.pl)

## **WINNERS OF THE COMPETITION**

### **Category I (social issues):**

"PROJEKT WĘGLOWA" - "WĘGLOWA PROJECT" by Joanna Proskień from the Krzysztof Kamil Baczyński High school in Białystok

"ODWRÓCENI" - "LOOKING BACK" by Kryspina Miszczuk, Dominik Ganowicz, Grzegorz Ryl, Natalia Ciesielska, Weronika Doczumińska from the Jerzmanowa Middle school

"KOCIE ANIOŁY" - "THE ANGEL CATS" by Katarzyna Grzeczynska from the Jan Paweł II High school in Łuków

"TRZEBA CHCIEĆ. I CZUĆ SIĘ KOMFORTOWO" - "YOU MUST WANT IT. AND FEEL GOOD" by Dominika Tylcz from the Trzebnica Middle school, "NIESIEROTY Z SIEROT" - "ORPHANS WHO ARE NOT ORPHANS" by Monika Zielińska from the Gliwice High school, "NIEŚMIERTELNI" - "IMMORTALS" by Alina Pietruszewicz from the Krakow Middle school

### **Category II (tolerance)**

"SZUKAM DOMU" - "I'M LOOKING FOR A HOME" by Magdalena Kucharuk from the Komarówka Podlaska Middle school,

"POROZMAWIAJMY O TOLERANCJI" - "SPEEKING ABOUT TOLERANCE" by Marta Kowalczyk, Alicja Orkisz, Adam Marczak, Bartosz Komorowski from the Łódź Middle school

### **Special prize:**

"JEJ ŚWIAT" - "HER WORLD" by Aleksandra Kondraciuk from the Bielsko Podlaskie

High school

CANAL+ Cyfrowy Sp. z o.o. is the CYFRA+ platform operator as well as being the broadcaster of TV channels distributed in over 350 cable networks: CANAL+, CANAL+ Film/CANAL+ Film HD, CANAL+ Sport/CANAL+ Sport HD, CANAL+ Sport2 and channels ale kino!, ZigZap/Hyper, MiniMini, PLANETE, Kuchnia.tv i Domo. CANAL+ is the market leader for TV rights, and has set up new services such as HDTV, PVR and VOD.

[www.canalpluscyfrowy.pl](http://www.canalpluscyfrowy.pl)

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