

*An aquarium full of triops reports its own story. An idea which seems quite absurd. In the beginning, I just had some crazy idea about primordial soup reports. But during the MIZ Format Festival process in 2015 it quickly grew into a full crossmedia format concept for sensor-based live coverage. Design Thinking, coding and pitching simply cannot be replaced by desk work.*

*Jacob Vicari, Science Journalist of the Year 2015 (medium magazine) and winner of the MIZ Format Festival 2015*

## CALL FOR CREATIVES!

### MIZ-Formatfestival. 2016.

The MIZ Format Festival awards journalistic format ideas for the **young target group** (age 14-29) boardering TV, radio and online media within a four-month development process.

**Pitching.** The MIZ Format Festival addresses journalists, hackers, trans-media storytellers, format-strategists, producers, conceptionists and broadcast revolutionists! Convince our judges and realize your idea subsequently. During the »Round Table« on June 21<sup>st</sup> five ideas among all submissions will be chosen to participate in the Format Festival. **Submit your ideas from 15<sup>th</sup> of April until 29<sup>th</sup> of May!** Additionally it is possible for the applicants to participate in a creative workshop on May 11<sup>th</sup> at MIZ-Babelsberg.

**Development.** On August 2<sup>nd</sup> and 3<sup>rd</sup> the subsequent **Protothon** will offer each of the final project teams the opportunity to turn their concept into a representative prototype with the help of professional programmers. In order to encourage the development process the projectteams will receive demand-oriented **coaching** from 31<sup>st</sup> of August until 1<sup>st</sup> of September as well as constructive feedback from the young media consumers throughout the whole development process (babelsberger filmgymnasium and Film University KONRAD WOLF).

**Winning.** The participants have to submit the final prototypes and concepts to the selection committee by October 16<sup>th</sup> 2016. In the course of the official award ceremony at the MIZ-Babelsberg on November 10<sup>th</sup> 2016 the judges will award a **prize money of 5,000 euros** and an **option for a MIZ innovation funding** to the strongest crossmedia concept for the young target group.

#### The Judges.

**Christian Beetz** – Executive Director, gebrueder beetz filmproduktion

**Dr. Bettina Brinkmann** – Media Consultant

**Ralph Caspers** – host and author

**Helge Haas** – Head of Radio Bremen

**Johnny Haeusler** – blogger, journalist and author

**Sebastian Horn** – Chief Editor, ze.tt

**Alexander Knetig** – Chief Editor, ARTE Creative

**Christoph Krachten** – Executive Director, Videodays

**Mounira Latrache** – Managerin, YouTube Space Berlin

**Christian Nienaber** – Executive Vice President Digital, RTL 2

**Imke Pässler-Strauß** – Head of project editors new media, ZDF

**Petra Schmitz** – Program Coordinator ZAP & program development FS, rbb Fernsehen

**Siegfried Steinlechner** – Editor and project manager, ORF

**Info and Submission.** Submit your idea in the period from April 15<sup>th</sup> to May 29<sup>th</sup> 2016 in form of a max. two-page outline. Emphasize the pilot's cross-media character as well as the trend-setting usage scenarios and innovative narrative structures. Please email your outline, workshop registration, information on you or your team (name, contact and a brief CV) and the completed form (available on [www.miz-babelsberg.de](http://www.miz-babelsberg.de)) to Sophie Hausig [format@miz-babelsberg.de](mailto:format@miz-babelsberg.de). If you have any further queries, please do not hesitate to contact us via 0331 / 58 56 58 88.

You'll find more details on the program and the conditions of participation at [www.miz-babelsberg.de](http://www.miz-babelsberg.de).

