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## ANNOUNCEMENT

### PODCAST AND SONG STUDENT CONTEST

#### MAKE IT HEARD 2025

The Scientific Society “European School Radio – The First Student Radio,” the Educational Radio Television of the Greek Ministry of Education, Religious Affairs and Sports, the Pedagogical Institute of Cyprus’ Ministry of Education, Sports and Youth, the Hellenic Film and Audiovisual Center Creative Greece, and the Organisation for Collective Management GRAMMO ERATO APOLLON co-organise the Podcast and Song Student Contest “Make it Heard 2025”. The Contest is open to school/educational units across the world.

#### Description

For more than ten years, the European School Radio provides educational tools and services that enable schools in Greece, Cyprus and other school units across the world to create and broadcast original sound content. Today, the European School Radio’s Repository contains more than 10.000 original digital audio creations that empower intercultural communication and understanding.

Greater student participation and the increasing creation of podcasts within schools over the years, in tandem with the popularity of podcasts in society and, more particularly, in education, necessitates the use of podcasts for educational purposes as well as their evaluation on the basis of specific criteria so as to pay tribute to excellence.

At a time of rapid flow of online information, students are urged to investigate and assess information, become critical readers and listeners, discover knowledge in an experiential way and create their own content across themes studied throughout the school year either in the classroom or over school projects and interschool

collaborations. The podcast as educational tool offers unique opportunities for the development of skills like collaboration, communication, exercise of the right to free speech; what is more, it operates as sound and/or audiovisual content in digital form that incorporates speech in an authentic communication framework and may be replayed in the classroom as teaching material in order to enrich the learning experience.

A podcast is a recorded episode, either one-off or part of an episodic series that presents a topic through the use of various techniques of radio speech. The number of speakers varies, ranging from a monologue to a panel discussion. Nevertheless, the structure must be designed in advance and the text should be the result of probing into the chosen theme. An original play, a sound documentary or a fiction story can equally be featured.

At the same time, radio is inextricably linked to music which is placed high in education, cutting across all the modules and grades of school life, offering unique opportunities for the development of critical thinking in students, regardless of grade. The making of a song, as educational activity, enhances teamwork, cultivates emotional intelligence and encourages self-expression whilst applying a multi-dimensional approach that combines different areas of knowledge such as language, maths and social sciences. The value of song making also stems from empowering the imagination and strengthening memory, even as it offers opportunities for a deeper understanding of cultural and historical topics. The ancient philosopher Proclus said “Music is the science of harmony” to underline the deeper meaning of music as a force that connects and unifies different aspects of human knowledge and experience. Through the art of music, students not only learn to express themselves and work together but also to understand the world around them on a more substantial level. Music education enriches the learning environment and prepares students for the diverse challenges of contemporary world.

With the student contest “Make it heard 2025” we invite the student community to work together and harness their creativity by submitting a podcast and song **in a theme of their own choosing.**

### **Objectives:**

Through their radio and music creations, students are encouraged to:

- Develop communication and critical thinking skills
- Express themselves with clarity, cohesion and persuasiveness
- Employ podcasts as a source of information and entertainment, strengthening their digital education and making responsible use of the internet and the mass media
- Use various narrative techniques to capture audience attention
- Work together to create a podcast and/or a song

- Cultivate their skills in writing lyrics, composing and producing music
- Become critical listeners of student projects from other schools and train in self-evaluation and hetero-evaluation
- Share their student works effectively and strategically with the wider public during the Audience Award vote
- Develop multiple skills pertaining to Media Literacy

## **CONTEXT OF PARTICIPATION**

### **Contest Categories**

- Podcast, from 7 to 10 minutes
- Original Song, up to 4 minutes

### **Submission and Deadline**

Entries must be submitted on a special application form. The link to the form will be announced on the Contest website. All entries must be submitted between **25 November 2024 and 17 January 2025**. Pre-inscription is not required.

Optionally, for reasons of promotion and publicization of entries during the Audience Award vote, each podcast/song entry is recommended to be accompanied by a relevant original poster and/or video clip.

### **Evaluation Criteria**

#### *Evaluation Criteria for the Podcast:*

1. Content and Structure: quality and clarity of content, well-structured presentation of topics
2. Presentation: competence of speakers or presenters, the pace of the podcast and the ability to keep the audience engaged
3. Creativity and Originality: the use of new and innovative ideas, the ability to creatively assimilate influences
4. Production: sound quality and processing, including transitions, sound effects and/or music
5. Overall impact: the extent to which the podcast influences or inspires audiences

#### *Evaluation Criteria for the Song:*

1. Music Composition: the song's melody, rhythm, harmony and structure
2. Lyrics: quality, depth, originality and meaning of lyrics
3. Execution: quality of music performance, dexterity of musicians, expressiveness of performers
4. Creativity and Originality: the use of new and innovative ideas, the ability to creatively assimilate influences
5. Production: sound quality and mixing

6. Overall impact: the extent to which the podcast influences or inspires audiences

### **Evaluation Process**

Based on the criteria above, the evaluation will be made in two (2) different ways that will eventually combine to determine the winners:

1. *Judging Committees*: entries are evaluated by the judging committee assigned to each category. Judging Committees are made up of professionals whose names will be announced on the Contest website: <http://contest.europeanschoolradio.eu/>.
2. *Participating Schools*: each school may evaluate the entries submitted to the category in which the school is competing, based on guidelines forwarded to the teacher acting as project manager.

Entries are forwarded by the organisers to the Judging Committees and to schools without exposing details about the identity of the student projects.

### **Winners announcement**

One month before the announcement of the winners, the unranked list of finalists will be published, allowing enough time to organise their visit to the Student Radio Festival (see below) and the Award Ceremonies.

### **Awards**

**Up to three (3) first prizes** will be presented for each contest category and for each age category or educational level, namely:

- **Preschools – Elementary Schools (ages 4 – 7)**
- **Elementary Schools (ages 8 – 12)**
- **High Schools (ages 13 – 15)**
- **Lyceums (ages 16 – 18)**
- **Special Schools**

Also, two (2) **European School Radio “Audience Awards”** will be announced through online voting for each category of participation (Podcast/Song).

All participating school units, regardless of whether they receive an award or not, will be given a participation certificate. All podcasts and songs will be broadcast on the European School Radio programme. Further, school units will be able to present their song or podcast in the context of the **9<sup>th</sup> Panhellenic Student Radio Festival “European School Radio 2025”**, scheduled to take place in **Sithonia Chalkidiki, between 9-12 April 2025. The Award Ceremony for the podcast will take place**

**on Friday 11 April 2025 at 18:00. The Award Ceremony for the song will take place on Saturday 12 April 2025 at 10:00.**

Information about the Contest is posted on <http://contest.europeanschoolradio.eu/> together with supplementary material and any new announcement. An online one-day-event for schools is also scheduled at the beginning of the school year, including seminars about the Podcast and Song categories.

## **TERMS AND CONDITIONS OF PARTICIPATION**

The students' participation in the Contest is optional. Neither students nor their schools will bear any financial responsibility for taking part in the Contest. Parent/guardian consent is required.

Before submitting the school's entry, teachers acting as project managers will need to obtain Consent Forms by the students' parents or guardians to ensure they approve of their children's active involvement in the school's collective creative process regarding the Contest. In the Consent Forms parents/guardians clearly state they agree to having the collective project of the school's podcast/song team uploaded on the European School Radio platform in accordance with the conditions laid down in the Contest notice.

In the online statement and entry submission, project managers will be required to describe their role and level of involvement in the students' creative process.

Each school may submit **up to two (2) entries**. More specifically: both entries may be entered in the Podcast category or both entries may be entered in the Song category; or one entry may be entered in the Podcast category and the other in the Song category.

All entries must be original works. They must not have been submitted to a contest before.

Songs and podcasts may be in the students' mother tongue or in English. Audio content presentation and singing performance must be the work of school students.

Schools must not publicize entries prior to the Audience Award vote in order to maintain anonymity during the evaluation process.

The sound content (podcast or song) must not reveal the name of the school or contain any other indication that may be associated with the entry's identity.

The songs and messages must be the work of students. Teachers are encouraged to take on the role of motivator during the creative process in order to activate student initiative.

Judging Committees operate mainly on the principle that productions must

exclusively be the product of the students' intellectual work as a result of a learning plan that brings out their personality, taste and critical ability in the role of artists/creators. Therefore, the use of AI tools for the making of podcasts and songs, both in terms of wording (podcast text or song lyrics) and in terms of soundtrack (composition, music performance, special effects etc.) should be avoided.

The making of podcasts and songs can take place either within school hours for Primary and Secondary Education in the context of interdisciplinary activities related to the subject modules of each educational level; within the Programmes of School Activities (Primary) and Skill Workshops; or outside school hours, in the context of activities associated with Secondary Education School Activities.

All student works must be the work **of only one school** to ensure equal participation during the Audience Award vote. Collaborations between schools are encouraged to take place over radio shows outside the "Make it Heard 2025" Contest process, where there is enough time, to enable more children from each school to participate in a meaningful way.

While submitting their entry, **special schools** may choose if they wish to compete with schools from their corresponding educational level or in the special schools' category.

In terms of the evaluation processes, it is specified that on the conclusion of the Contest, an assessment questionnaire will be posted on the website to be filled by participating schools, just like every school year. The aim is to use feedback from students and teachers to improve the Contest's next edition.

Please note that the Contest organisers are responsible for the implementation of the Contest and for securing the entrants' personal information. The organisers have the right to share the students' work on their websites, on social media, on TV, radio, press and elsewhere so as to increase awareness of the Contest. Creators retain the copyrights for their work. There is no revenue for the Contest organisers through the entries (by trading or advertising etc.), and the use of each work is made only for educational purposes. The students' works are made available to the bodies responsible for production and broadcasting of the Award Ceremony or for TV, radio, online specials or for feature articles in the press about the Contest. Last, the Organising Committee is responsible for selecting the members of the Judging Committees. After the conclusion of the Contest, the Organising Committee will assess the action through questionnaires addressed to all participating teachers, students and the members of the Judging Committees.

## **TECHNICAL SUPPORT**

The Technical Team answers teacher questions at:  
[contest@europeanschoolradio.eu](mailto:contest@europeanschoolradio.eu)

## **ORGANISING AGENCIES:**

### **Scientific Society “EUROPEAN SCHOOL RADIO”**

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## **ORGANISING COMMITTEE**

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