

Media and Me



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Media and Me

Behind the scenes of media professions

Are you between 16 and 26 and dreaming of doing “something in the media,” but still running into that famous requirement of 15 years of professional experience? Then Media & Me could be just right for you.

Why Media & Me?

Media & Me is a cross-border media project in the Greater Region. It was initiated by the Landesmedienanstalt Saarland (LMS) and is co-funded and implemented in Luxembourg by ALIA.

The programme is aimed at young people interested in the media who want a realistic insight into the different professions in the sector. To that end, you will visit more than 20 partner organisations from print, radio, television and online media, as well as from marketing, media law and media ethics, in Saarland, Trier, Belgium, Luxembourg and France. In workshops led by experienced media professionals, you will be able to see how they work in practice, gain first hands-on experience, make contacts and identify the areas that interest you most and best match your profile.

What awaits you in Luxembourg?

In Luxembourg, you will visit the newsrooms of [Luxemburger Wort](#), [Radio 100,7](#), [Radio ARA/Graffiti](#) and [RTL Luxembourg](#), as well as Luxembourg’s media regulator, [ALIA](#). You will get a first-hand look at what day-to-day professional life is like in these different organisations.

What will I learn in practice?

With Media & Me, you will discover what happens behind the scenes in the media world:

What is the difference between private media and public-service media? How do print and online media work? How does local journalism function in the Greater Region? How do journalists research, verify their information and put it into context? How is content adapted to target audiences, multilingualism and cross-media distribution? What makes a good marketing strategy, and how is content made visible, promoted and distributed? What role does artificial intelligence play in newsrooms, and what are its legal and ethical limits? Which rules apply, to whom, and who ensures they are respected?

Divided into seven modules, the programme enables you to acquire the basics of journalistic work as well as fundamental knowledge in media law, media ethics and marketing.

In addition to theoretical input, the focus is on practice: you will write your own articles, conduct interviews, design and host presentation formats, record segments professionally, produce short reports using a camera or a smartphone, take photos, develop visual content and express your ideas creatively.

In this way, you will strengthen your media, information, digital and technical skills in a targeted manner.

What's in it for me?

With Media & Me, you won't leave empty-handed:

- Instead of isolated internships, Media & Me offers you a real “all-in-one” programme. You will discover more than 20 recognised media organisations in the Greater Region—an asset for your CV! In hands-on workshops, you will work directly with journalists, newsrooms and media experts, which will increase your chances of landing internships—or even a job—with the project's partners. This gives you a concrete advantage in your applications: you can build on existing contacts and make your application materials more personal and more convincing. For many former participants, Media & Me has been a genuine springboard into media careers.
- Media & Me is not a university seminar: the focus is clearly on practice. Over a period of six months, you will take part in seven modules lasting three to five days each. During these modules, you will regularly produce written, audio or video content at the project's partner organisations, which you can later use as work samples for future applications.
- Media & Me has existed for ten years and is continuously developed in close collaboration with experienced media professionals and renowned partner organisations. Current technological, legal, regulatory, societal and ethical developments, as well as relevant topics in the media sector, are deliberately integrated into the programme each year and discussed with participants.
- At the end of the seven modules, you will receive a certificate confirming your successful participation in the programme. Rest assured: no exam is required!
- Once you have completed all modules, you will join our fast-growing alumni network. You will regularly be informed about internship and job offers from our network. We connect you via LinkedIn and our WhatsApp community, where you can exchange with other alumni and grow your own professional network.
- You will meet other young people who share the same interests. Many participants have had an enriching experience together and have stayed in touch well beyond Media & Me.
- Good news for applicants from Luxembourg, France and Belgium: from 2026 onwards, modules 3 to 5 held in Belgium, France and Luxembourg will be offered as a summer camp. They will take place during school and university holidays, making it even easier to combine Media & Me with school, studies or a job.

How to apply

Each application must include a short CV and a motivation letter. So far, nothing complicated. The most interesting part, however, is the creative contribution: it's an opportunity to show what truly interests you, the perspective you bring, and why you should be part of the adventure.

For this creative contribution, choose one of the following themes and submit a short personal piece:

1. AI and deepfakes – in search of the truth
2. The Greater Region – what connects us



Podcast, video, reel, article, blog post, Q&A, GRWM... it's up to you to decide how you want to approach and carry out your theme. Dare to do it your way: your personal style will make the difference and show what makes you unique.

Send your complete application to media-and-me@LMSaar.de

The application deadline is **22 March 2026**.

18 places are available—and they fill up fast.

Practical information

Participation in the programme is free of charge. Travel costs to the various project partners are also covered.

Who is behind Media & Me?

The programme is run by the [Landesmedienanstalt Saarland](#). The project is supported by the [Saarland State Chancellery](#), [ALIA](#), the [Medienzentrum Ostbelgien](#) and the [Ministry of the German-speaking Community of Belgium](#), as well as the [Quattropole network of cities](#).

The list of all participating partner organisations, as well as other important information, is available at: <https://www.lmsaar.de/media-and-me>