



## Deliverable 8.7

# Contents to press and UNITA Channels



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|                                |                                             |
|--------------------------------|---------------------------------------------|
| <b>Project Acronym</b>         | UNITA                                       |
| <b>Project Title</b>           | UNITA - Universitas Montium                 |
| <b>Document Author</b>         | WP-8 Sustainability and Dissemination Group |
| <b>Project Coordinator</b>     | Maurizio De Tullio                          |
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| <b>Deliverable No.</b>         | 8.7 Contents to press and UNITA Channels    |
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| <b>Work Package</b>            | 8                                           |
| <b>Task</b>                    | 8.2                                         |
| <b>Lead beneficiary</b>        | Universidade da Beira Interior              |
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\* PU = Public; PP = Restricted to other programme participants (including the Commission Services); RE = Restricted to a group specified by the consortium (including the Commission Services); CO = Confidential, only for members of the consortium (including the Agency Services)

## **1. Executive summary**

This document reports Deliverable 8.7 of the UNITA - Universitas Montium Project, which is part of the Sub Task 8.2.4 "Developing contents to press and UNITA channels". The deliverable required the composition and distribution of monthly newsletters to the mainstream media, police makers and stakeholders; PodCasts to UNITA online channel, free of use to local/national radios; Videos to Youtube UNITA Channel and, if requested, to regional TVs.

The broader goal is indicated in the Task 8.2: developing UNITA identity and communication plan.

## 2. Youtube UNITA Channel

Definition: Videos on UNITA topics and events. Audience: Internal and external

Account: <https://www.youtube.com/channel/UC8yRk03Hp931dlb7Dn5N1zw>

Content and frequency: Variable, a minimum of 1 video per month

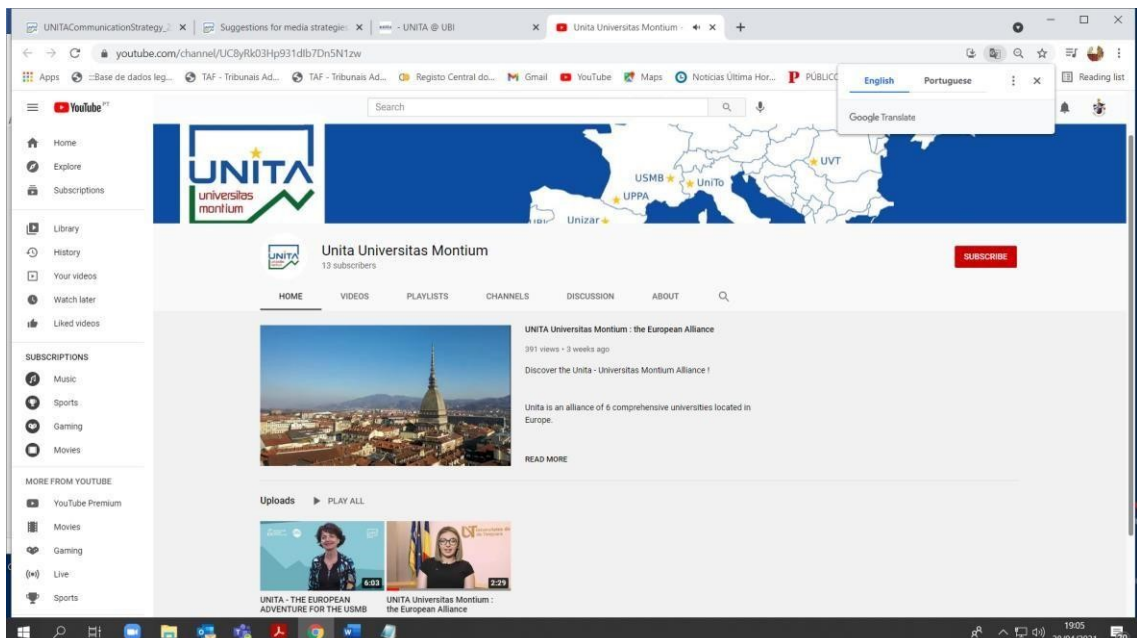
Language of the tweets: English

Use of tags: Yes

Yes Answer

to comments:

### 2.1 Appendix



The screenshot displays the YouTube channel page for 'Unita Universitas Montium'. The channel has 13 subscribers. The main video featured is 'UNITA Universitas Montium : the European Alliance', which has 391 views and was uploaded 3 weeks ago. The video description states: 'Discover the Unita - Universitas Montium Alliance ! Unita is an alliance of 6 comprehensive universities located in Europe.' Below the main video, there are two smaller video thumbnails under the 'Uploads' section. The first thumbnail is titled 'UNITA - THE EUROPEAN ADVENTURE FOR THE USMB' with 633 views. The second thumbnail is titled 'UNITA Universitas Montium : the European Alliance' with 229 views. The channel banner features a map of Europe with markers for USMB, Unita, UPPA, and UVT, and the text 'Unizar'.



### 3. Podcasti Unitae - #0

|            |                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------|
| Objective: | Share audio content that provides information about UNITA's activities                                                        |
| Content:   | Descriptive / Interviews with experts of topics related with the development of UNITA                                         |
| Language:  | Rotating production, in the language of each producer/English                                                                 |
| Hosting:   | UNITA Website, on <a href="https://www.ubi.pt/Sites/unita/en/Pagina/media">https://www.ubi.pt/Sites/unita/en/Pagina/media</a> |
| Length     | 5-20 minutes                                                                                                                  |
| Frequency: | Monthly                                                                                                                       |

## 4. Newsletter UNITA News and Views

Audience: Relevant UNITA target audiences / internal and external Content and frequency:

Update information about the achievements and the next events

of UNITA./monthly

Language:

English; Unita Languages

### 3.1 First Edition Table of Contents:

Stories from UNITA:

- UNITA Virtual Mobilities – a (new) way of ensuring mobility for all
- Two PhD candidates selected by the UNITA consortium for co-tutored funding of doctoral theses
- First Advisory Council Meeting and Workshop
- UNITA'S Students Assembly Kick Off Meeting
- Mutual Learning Workshop on inter-university campus development in European Universities

Discover the 6 partner universities!

## 4.1 Appendix





**Stories from UNITA**



**UNITA Virtual a (new) way of mobility for**

With one of its long-term being that of achieving between all partner universities, is committed to experimenting with new forms mobility during the initial 3 implementation and beyond.

[Read more](#)

**Two PhD candidates selected by the consortium for co-tutored funding of theses**

Doriana TRETA and Sarah MANTEGNA are the PhD candidates the UNITA consortium for doctoral theses in two areas of the project: Citizenship and Intercomprehension.

[Read more](#)

**First Advisory Council Meeting and Workshop**

The UNITA project took an important step in strengthening partners, with the First Meeting and Workshop of the event took place on April 13, with 65 participants in exceeded expectations.

[Read more](#)

**UNITA'S Students Assembly Kick Off Meeting**

2021, a first virtual meeting of students appointed by partners took place, marking an important step in solidifying universities, cultures, communities and especially

[Read more](#)



## Mutual Learning Workshop on inter-university development in Universities campus

On 19th of April 2021, West University (UNITA alliance) and Eindhoven University Technology (EuroTeQ alliance) organized a Learning Workshop on the topic of campus development (...)

[Read more](#)



Discover the 6 partner

Read more

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