



THE UNIVERSITY *of* EDINBURGH

Edinburgh Award (Media)

This award is given to students whom the University has recognised for actively working to maximise their impact and excel through their work within broadcast and print media. These students have undertaken various roles including broadcasting, producing, writing, editing, and photo-journalism, and through these contributed to the University and the wider community.

In successfully completing the Edinburgh Award, these students will have been helped to:

- increase their self-awareness;
- make the most of their existing strengths and build new skills/abilities against clear development goals;
- understand the processes involved in having a planned positive impact and strategically working to excel, enabling them to have impact and make a difference whatever situation they are in; and
- look not only at their media work, but also to capitalise on their experiences elsewhere to inform and enhance their role within the media, and vice versa.