

## Americana



Project Title	Americana
Project Summary	To share engaging digital content (videos, images, written content) about Americans and American culture with young Russian-speakers.
Country	United States
Agency	Department of State
DoS Office	IIP
Post	N/A
Section	N/A
Number of Interns	10

## Project Description

The Americana project seeks to improve attitudes about America among young Russian-speakers around the world by sharing engaging digital content (videos, images, and written content) about Americans and American culture. Americana content posted on Share.America.gov and the platforms of our Embassies in Russian-speaking countries might comment on the values and experiences that Americans and Russians share, provide a glimpse at America through Russian eyes, or examine some commonly held stereotypes that aren't actually true (to name a few examples). Students will pitch individual story ideas for videos, photo essays, or written content pieces and explain why they think the content would be appealing to an 18-25 year-old Russian speaker. Students whose pitches are accepted will be contacted by the Americana project team about the details of their pitch and to establish a timeline for the completion of their piece.

## Desired Skills Interests

### Skill

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Strong writing skills

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photography/videography experience

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interest in sharing American culture

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Russian cultural knowledge preferred but not required

## **Additional Information**

Required:

Story pitch for video, photo essay, or written article. Include information on why the story would be interesting to an 18-25 year-old Russian speaker.

Additional Requirements (Strongly preferred):

If submitting a pitch to produce written content, students should submit a short writing sample

If submitting a pitch to produce a photo essay, students should submit 3-5 sample images or 1 photo essay

If submitting a pitch to produce a short video, students should submit a sample of their past video work

## **Language Requirements**

Language Speaking Proficiency Reading Proficiency Importance

Russian Elementary proficiency Elementary proficiency Required