

Cover Letter of Ekaterina Matskevich

For the last three years after graduation, I have been working a lot in the social and human rights field, from the UNICEF Belarus office to global conferences at the G20. During this time, I realized that the field of topics I am interested in will often be related to human rights and social activism, but the tools I want to use to bring real change to society are different. I want to work with the media and, through this format, bring visibility to and communicate the importance of important topics.

I believe that proper coverage and variation of media pitches and viewpoints increase not just general awareness but also make people more loyal, which is easier to work with on the bottom line. So, for example, my team and I are currently working on designing media that will talk about people's different experiences through stories and the correlation of those experiences with human rights. In the LAB35 acceleration program by the School of Competences, we are currently conducting audience research, where we have confirmed that the younger generation is looking for a lighter and less dramatic interpretation of life events, whether it's the crisis migration of an 18-year-old or the story of a Harvard admission from a regular high school.

At EHU I want to continue working on my projects and promote the importance of critical thinking and a liberal way of learning and acquiring information. I see that EHU will help me discover my values and vision of the world by graduating with a more professional and well-developed personal and professional background than if I had gone through this path completely on my own. I believe that at EHU, I will have the needed support and a safe space to prosper.

In addition to external professional projects, of course, I am eager to discover and create inside EHU. I am sure that this university gathers an incredible creative and supportive community, with whom we will be able to record podcasts with faculty, document student life in video reports, and create and develop together.

Overall, I believe that EHU will help me flourish and grow, and in response to this, I will work to expand the university, making it even more inclusive, liberal, and sustainable.

Below, I attach a link to my resume to provide you with additional information about my professional activity in media.

 Resume Media Eng.docx -

<https://docs.google.com/document/d/12qMXITc2F90qnq9WhWGqmUV5a2bpsbrh/edit?usp=sharing&oid=101795289951424631810&rtpof=true&sd=true>