

CURRICULUM VITAE

PERSONAL INFORMATION

Name **SALIBA NORMA M.**

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Nationality Maltese

Date of birth 28/04/81

WORK EXPERIENCE

**01/08/13 –
now**

Public Broadcasting
Services (Malta)

National TV & Radio
Station

Journalist Current Affairs

Main activities and
responsibilities

I carry out on site reporting locally and overseas. Reports are then transmitted both for news and current affairs programmes. This is done after consulting with the News Manager and News Coordinator, while drafting the news and current affairs and sport programmes plan. As I am in charge of producing and presenting the daily breakfast show 'TVAM' on TVM, I monitor current issues which are related to domestic affairs, in order to develop stories. Moreover, I edit visual and audio work and operate video and audio editing equipment.

21/06/11 –
31/07/13

MEUSAC

National Entity for
Malta-EU Affairs

**Media
Coordinator**

Main activities and
responsibilities

I am responsible for all Media-related work such as handling public relations, maintaining contacts with the media and advertising agencies, and discharging duties in connection with different media (including TV, radio, the print media and the internet). Moreover, I am in charge of MEUSAC's publications, such as the bi-weekly MEUSAC News and the production and presentation of a weekly radio programme Sehemna fl-Ewropa on Radju Malta. Other main duties consist of ensuring web presence and content distribution, monitoring audience perception, maximising the use of all forms of social media applications and web tools, and also create media strategies on the basis of approved budgets and agreed timeframes.

01/10/08 – 30/05/2011

Favourite Channel

Private TV Station

**News
Manager/News caster**

Main activities and
responsibilities

I am responsible for the editorial content of the News. On a daily basis, I track and monitor all news occurring both in Malta and abroad. This allows me to anticipate the news agenda, thus planning the daily news stories, assigning them to the journalists and cameramen/editors. I evaluate the news stories, proofread them, and assist in the pre- and post- production of the news items. Moreover, I regularly provide training to the staff so that they can enrich their knowledge on news content, BA rules and regulations, and audio-visual issues – e.g. voice projection and stand-uppers. Part of my job consists of the daily administrative issues e.g. logistics, HR and other matters. I regularly read the News, both the main bulletin at 20.15 hours and brief daily updates during the day. I co-ordinate the daily uploading of features on another local online news portal maltamedia.com.

02/01/08 – 31/09/08

Planning & Priorities
Co-ordination
Division

Office of the Prime
Minister

Project Manager

Main activities and
responsibilities

I used to be responsible for the Communication and Evaluation of both ERDF and ESF projects. Part of the job was to draft specifications in order to issue various Media-related Tenders. Another duty was to download and input text, data, pictures and photographs on the PPCD website. Media Relations was also part of my day-to-day responsibilities, including issuing Fact Sheets on EU Structural Funds, publishing Press Releases in Maltese and English to launch Call for Proposals under Operational Programmes I and II, co-ordinating interviews with journalists, organising conferences and seminars as part of the Information Sessions to beneficiaries, compiling Progress Reports and Interim Evaluations of ERDF and ESF Projects.

I used to be the Malta representative at monthly meetings held in Brussels for EU member states both by DG EMPL and DG REGIO.

**01/01/07 –
31/12/09**

MT Styleclinic

Tuition Course

**General Knowledge
Lecturer**

Main activities and
responsibilities

I carried out two hour lectures on history, geography, culture, and contemporary issues occurring both locally and internationally. A class of females, ranging from 16 to 61+ year olds attended the lectures as part of a course targeted for those who want to enhance their knowledge on various aspects, be it hair & beauty to first aid, food, wine, poise, fitness, and also general knowledge. The ultimate aim of the course was to provide the necessary information for women to learn how to look and feel better. The course was created by Nirvana Azzopardi and Francesca Rizzo.

13/10/04 – 31/12/07

Public Broadcasting Services
(Malta)

National TV & Radio Station

Journalist/Editor/Newscaster

Main activities and
responsibilities

I carried out on site reporting locally and overseas. Reports were then transmitted both for news and current affairs programmes. This was done after consulting with the News Manager and News Coordinator, while drafting the news and current affairs and sport programmes plan. As I specialise in European Union affairs, I monitor current issues which are related to domestic affairs, in order to develop news story items. Moreover, I edit visual and audio work and operate video and audio editing equipment. I used to regularly read the News, both the main bulletin at 20.00 hours and the News in Brief at 18.00 and the News in English at 19.00. I was involved in an in-house cultural/lifestyle programme called 'Montage'; I was responsible for the production, script writing, narration and PR & Sales of this programme, which won the Best Lifestyle Award at the Malta TV Awards 2007.

**01/09/02 –
31/07/03**

General Workers'
Union (Malta)

Trade Union

Project Manager

Main activities and
responsibilities

I was in charge of a Socrates-Grundtvig transnational cooperation project funded by the European Commission, amounting to €260,000. The project, titled EuroSafe, assisted the workers to increase their knowledge on RSI, commonly renowned as RSI or Muscular-skeletal Disorders (MSD), are the primary source of occupational health complaints reported by workers. The Project aimed at providing the following outputs : research on the topic, a survey, a curriculum, a core course, a policy paper, a website and a centre housing with a specialised library and teaching resources on the issue. I was responsible for all major activities and project outcomes. This included the coordination of the

different independent strands of action within the project and the completion and consolidation of the whole project. Throughout the process I had to execute effective communication skills, team work, meeting strict deadlines, conducting surveys, and monitoring the financial aspect of the project. In addition I was entrusted to set up a website, a library and devise an effective information system comprising the collating of data, documentation and reporting systems. I was also in charge to coordinate all aspects of the project with our partners, auditors and the representatives of the European Commission. My terms of reference included also media and public relations. During this period I was also appointed to represent the GWU in various conferences and seminars on various issues. On most occasions these events were appropriate occasions to exchange knowledge and make further contacts with other EU and Accession countries.

**01/11/97 –
31/07/03**

ONE Productions
Ltd

Radio & TV
Broadcasting
Stations

**Sports Presenter
and Reporter**

Main activities and
responsibilities

Since 1999 I was engaged with ONE Productions Ltd. as a freelance sports journalist and producer. My responsibilities included the production and presentation of sports news, discussion programmes, conducting vox pops and interviews with sports personalities. I was also entrusted with the production of documentaries and features on sports specialization topics. In this capacity I had the opportunity to interview world renowned sports personalities the like of Jonathan Edwards (Triple Jump World Record Holder), Roberto Bettega (Juventus Vice-President), Phil Thompson (Liverpool Vice-Chairman), Jacques Santini (France National Team Coach), Manchester United team 2000 (Beckham, Barthez, Ferguson, and so on), Marcello Lippi (when in the helm of Inter, now Juventus coach), Gary Neville (Manchester United player), Emile Heskey and Andy Cole (during England's friendly game vs Malta).

EDUCATION AND TRAINING

2004 – 2006

Tertiary University of Malta Tal-Qroqq Msida

MA European Studies

Pass

Subjects studied : Politics, Law, Economics

Dissertation : The possible impact of the proposed EU Audiovisual Media Services Directive on the Maltese Media

1999 – 2002

Tertiary University of Malta Tal-Qroqq Msida

AND
COMPETENCES magazine *Siggiewi* together with my father, Mario Saliba, who is also a sports journalist.
At University, I was elected in the editorial board of a new students' organization INSITE and I was the Editor of *The Voice*, a monthly newspaper which had a circulation of 10,000 copies (since January 2001). When I was in office I set up the website (www.insite.org) and also produced a radio programmed for the University Radio, apart from being in charge of the editor's work in the mentioned newspaper. In Summer 2001, I was elected PRO of the Arts Students' Association (ASA), a newly established organization targeting to cater for the Faculty of Arts students, a post which I occupied for that academic year.

DRIVING LICENCE(S) Obtained on December 6th 1999

REFERENCES

DR RODERICK PACE

Director, European Documentation and Research Centre, University of Malta

PROF DOMINIC FENECH

Faculty of Arts Dean, Ex-Contemporary Mediterranean Studies Co-ordinator, University of Malta;

PBS Editorial Board Member

REV JOE BORG

Tutor/Lecturer, Centre for Communication Technology, University of Malta

DR ANDREW AZZOPARDI

Lecturer, Department of Youth and Community Studies, Faculty of Education, University of Malta

DR VANNI XUEREB

Head, MEUSAC

MR RENO BUGEJA

Head of News, PBS Ltd