

PILOT MEDIA LAB

Challenging stereotypes and negative narratives around forced displacement and inspiring good practices

Organised by



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(Note: All material is by "The News Manual" unless otherwise stated)

MODULE 1: STORY TELLING & JOURNALISM

The essentials of storytelling, how to craft and deliver relevant and memorable stories that communicate a message. They will also learn about basic ethical principles applied in journalism, how to recognise fake news and discover the facts, how to apply the correct judgement for every story, how to ensure one's reporting is accurate, independent and respectful.

- **What is news** - We consider what makes one thing worth reporting, while another thing is not. We offer a test for news which can work in all societies. We consider what makes some news stories stronger than others. Finally, we look at how news comes to journalists, and the areas of life where we most often find it.
- **The news story** - The concept of the inverted pyramid, which is the basic shape of the news story. We see why this is a good way to present news.
- **Fairness in Reporting** - We discuss the reasons for fairness in reporting. We advise on ways of maintaining fairness throughout news gathering and news writing. We discuss the need for special care in reporting
- **The difference between Fact & Opinion** - We discuss what facts and opinions are, and why journalists must distinguish between them. We give advice on reporting both facts and opinions, and suggest ways of dealing with rumours, speculation and lies.
- **Fake News & Trust Chains** - We discuss fake news or false news. We look at what these terms mean for journalists and the different kinds of fake news. Then we give guidance on how journalists can fight fake or false news through good practice and the use of what we call Trust Chains and the Lose/Gain Test.
- **News for minorities** - In this section, we discuss the best way of providing news for minorities within your society. We consider the special news needs they might have and how to serve them properly. We also touch on multicultural journalism and reporting diversity.



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MODULE 2: MOBILE REPORTING

Participants will learn how to use their smartphone to produce a video, a photo story, a radio report or a blog post with text and images. They will enhance their technical skills in mobile photography, mobile video-making and editing.

Mobile Journalism (MOJO) – What is MOJO? Why have people, journalists, media co-operations turned to MOJO? What are the benefits? Why is it important and what should we look out for? We explore examples of Mobile Journalism in photography, television and radio by learning about:

- **Interview techniques** - *In this section we consider what interviews are, why they are important, and how to use them successfully. We concentrate on online publications (including newspapers and magazines), looking at how they can use pictures to tell the news.*
- **News Pictures** - *Most print media use a combination of words and pictures to tell the news, but some only use words. If you have ever seen a newspaper with no pictures, you will know that it does not look attractive; it does not make you want to read it. It looks as though it will be hard work, and readers are therefore put off. It is also limited in its ability to tell the news accurately.*
- **Conducting Vox-pops** - *In this section we look at this important way of making news into a two-way exchange of information and opinions, between leaders and ordinary people. We consider different types of vox pop, and look at the advantages of each, for newspapers and for radio and television. We look in detail at how to conduct vox pops and how to analyse and present the results.*
- **Filming & Editing on your phone** – *We look at how to make the perfect MOJO video on your phone starting from preparation to film to knowing the different shot types, filming angles as well as understanding the importance of audio recording and editing, adding titles and captions.*
- **Radio & TV basics** - *In this section, we discuss writing news for radio and television. There is advice on how to simplify your writing and how to structure your stories to be most effective.*



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MODULE 3: EFFECTIVE USE OF SOCIAL MEDIA

Participants will familiarise themselves with the basic principles of social media use and analytics, social media content creation, user – generated content impact and outreach

- **Basic Principles of Social Media Use**

Social media platforms continue to emerge as essential newsgathering tools. These mediums offer exciting opportunities for reporters to collect information and for news organizations to expand the reach of their content, but they also carry challenges and risks.

- Which are platforms do we use?
- Why do we use them?
- Who uses which platform?
- Does it make a difference which social media platform you should use and for what?

- **Video storytelling for Social Platforms**

Audience behaviour on social media is very different to watching scheduled news. A video on social media should be under 5 minutes long. In fact it should catch someone's attention at 3 seconds

- Catch people's attention within 3 seconds
- Create square videos
- Add captions
- Suggest viewers tap for sound
- Focus on one key point
- Tag other pages

- **Social App Production Tools**

TikTok and Instagram are great places to share your stories; they also offer in-app production tools to shoot and edit videos with your smartphone. But if not you can always use Video editing apps like VN (See Module 2) before you upload anything on Social Media.