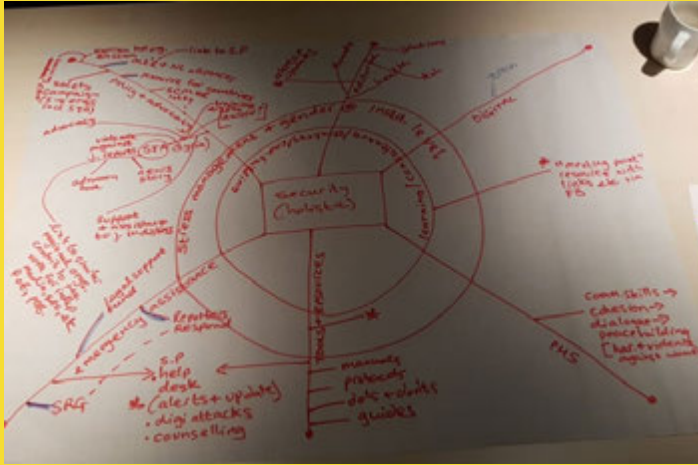


# 5 YEAR LEARNING PROGRAM JOURNEY

## A capacity building roadmap for media organizations



### 2016/17 BASIC JOURNALISM

#### Moving from Activism to Journalism

- Basic journalism package (security, psycho-social support, writing news for online)
- Editorial basic skills (for editors)
- Gender and media (Basics)
- Photojournalism (Basics)

### 2017/18 THEMATIC JOURNALISM

#### Master classes

- Basic journalism package, ongoing coaching
- Consultancies for building strategies (gender)
- Introduction (Investigative reporting, constructive journalism, dealing with armed groups in media coverage)
- Mobile Journalism (MOJO)
- Training Of Trainers (TOT)
- Writing opinion articles, Features



### 2018/19 MEDIA DIALOGUE

#### Discussion forums

- Online basic journalism package (Non-partners)
- Ongoing individual & organizational coaching
- Revisiting strategies (Consultancies)
- Gender sensitive reporting
- Storytelling techniques
- Info-graphics (Basics)
- Investigative journalism (Basics)
- Forums (accountability, media under fire, women in media)
- Training of Organization Trainings (TOOT)
- Experiments of light board for online courses

### 2019/20 AUDIENCE ENGAGEMENT

#### New trends in journalism

- Podcasts (Basics)
- Social media content management
- Ongoing individual & organizational coaching
- Audience engagement tools
- Communication strategies
- Web TV
- Gender focal point capacity building
- Media governance (Shifting power back to citizens, media and elections)
- Cross media production
- Slow journalism
- Webinar series



### 2020/21 MEDIA AND SUSTAINABILITY

#### Tools and manuals

- Online self-paced package for basic journalism in conflict zones
- Ongoing individual & organizational coaching
- Online Debates (security, sharing data)
- Critical thinking and journalism
- Women and media (cyber bullying, online harassment, stress management, stereotyping)
- Star of the month (celebrating Syrian journalism talents)
- Gender Core Group (GCC)

