

Brochure



THE DIGITAL NEWS MEDIA PROJECT

Certified by the International Institute of Journalism



MEDIA RANGE LIMITED

(RC 766056)

INTRODUCTION

The increasing uptake of the internet globally has seen a corresponding rise in its use as a publishing tool. With this, the centuries-old traditional media landscape has witnessed a shift in both method of delivery and a democratization of publishing power.

To a large extent however, the processes, values and ethics that have been a part of the industry for centuries has not been passed on with the same rapid pace leading to abuses of the responsibilities that come with publishing and a marked difference in quality of output.

As online news media begin to gain dominance and their impact grows stronger, the need to ensure that that same ability is executed with professional responsibility has never been greater.

In addition, the characteristics of the audience that consume news online are somewhat different, shaped by the nature of the technology and the new culture of its users. This presupposed therefore that additional skills are required by professionals whose knowledge has been shaped by academic and field experience suited for traditional platforms.

newsrooms of whether strictly online platforms or traditional media houses with online editions (which are gradually becoming stand alone editions too these days), or corporate organisations that generate content for their own digital media platforms.

DNMP will address knowledge, professional and ethical gaps with a view to improving the overall quality of online journalism in the country.

PARTICIPANTS' LEARNING OBJECTIVES

At the completion of this course participants will be able to:

1. Dictate the narrative in a crowded media space
2. Quickly fact-check information in order to create news stories that are free of factual errors
3. Write news free of style, spelling punctuation, usage and grammar errors, as well as errors of omission
4. Know how to locate and verify information for news and feature stories through the Internet and traditional sources.
5. Integrate social media in news writing
6. Write ethically responsible news stories/reports

GOAL

The Media Range **Digital News Media Project (DNMP)** is an International Institute of Journalism (IJJ) -certified course, conceptualized to create a generation of online news professionals who will learn and apply the required skills for quality and ethical online reporting. It is designed to enhance the practical skills of personnel operating within

COURSE OUTLINE

Module 1 – New Paradigms

1. The BASIC principles of online journalism
2. Understanding the News Diamond
3. Working on the 'forever unfinished story'
4. The News Diamond's 7 steps to proper online stories
5. Distributed journalism (basics and principles)

Module 2 – Reporting across multiple platforms

1. Multiple platforms and better storytelling
2. Tips to approaching stories in each platform
3. Platform strengths/weaknesses

Module 3 – Writing for the web

1. Points to keep in mind
2. Online news sources: What and which ones to trust
3. Live blogging
4. Multimedia storytelling: Taking news writing to another level
5. Internet Headlines: Characteristics and differences from traditional headlines
6. Headlines for blogs

Module 4 – Social media for content producers

1. Integrating social media in news writing
2. Facebook
3. Twitter
4. Youtube
5. Instagram

Module 5 – Accuracy and verification in the digital age

1. Why errors occur
2. How to prevent errors
3. How to use facts to support a story
4. Best practices for a newsroom, team or self

Module 6 – Ethics and credibility in breaking news online

1. Identifying critical and ethical issues
2. Exploring challenges
3. Decision-making in breaking news online
4. Critical questions that need to be asked before breaking the news
5. Creating an online breaking news policy

METHODOLOGY

The workshop is divided into two phases:

Phase 1

This is a three-day training workshop. The training design is based on the principle that learning is doing. There will be role-play practice opportunities at various stages and extensive use will be made of case studies. Certificates will be issued at the end of this phase.

Phase 2

This is a six-week online practical mentoring phase and commences immediately after Phase 1. During this phase participants will be coached via an online training portal and evaluated weekly to determine the level of assimilation of the professional, ethical and technical precepts taught. Evaluation reports will be forwarded periodically to their organizations to ensure compliance.

FACILITATORS

Leading professionals with bias for online reporting and in-depth knowledge of information management in Nigeria

EMMAN SHEHU PhD



Emman Shehu is the Director of the International Institute of Journalism, Abuja, the training wing of the Nigerian Union of Journalists.

He has worked with several media (electronic and print) houses during an illustrious career which spans four decades. He started out as a Trainee Reporter with the Ministry of Information, Sokoto, in 1972. He last worked in the public sector as the Head of Editorial Department, Presidential Research and Communications Unit, White House, Aso Villa, Abuja.

Shehu also worked in the academia as a lecturer at Usman DanFodiyo University Sokoto From 1983-1997, where he taught creative writing to Mass Communication students. He holds a Phd in African Literature from the University of Nigeria Nsukka

YUSHAU SHUAIB



Yushau Shuaib is the Editor-in-Chief of "The Spokesperson's Digest", and "Economic Confidential". He also publishes the "PRNigeria Online", Nigeria's paramount press release platform.

Shuaib worked previously as the spokesperson of National Emergency Management Agency Abuja (2008-2013) and Head, Press and Public Relations Revenue Mobilisation Allocation and Fiscal Commission (1999-2006)

An avid writer and serial columnist, Shuaib holds a Masters Degree in Public Relations from the University of Westminster, London.

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HASSAN ABDUL



Hassan Abdul was pioneer Online Editor at Media Trust Limited (publishers of Daily Trust Newspapers), a position he held for 6 (six) years. He was also Head of Digital Marketing at Unity Bank Plc from 2013 to 2014.

He is also the founder of www.icom.ng, an online portal that also has a news section.

His experience in communications cuts across Print and Digital Journalism, Integrated Marketing Communications, and Bespoke Communications Strategy Development and Execution.

He is a member of the World Association of Newspapers and News Publishers (WAN-IFRA), the Nigeria Union of Journalists (NUJ) and also a member of the Nigeria Institute of Public Relations (NIPR).

His competencies are in Communications Advice; Corporate Brand Strategy; Engagement strategy; Communications Function Development; External and Internal Stakeholder Engagement leadership; Audience dialogue (to build trust and reputation); Team development (to drive energy, alignment and motivation); Training and Coaching in communications (from leadership to the front line) and New Media Integration in communications strategy development and execution.

CHRIS TION



Chris Tion, a former Special Assistant to the Honourable Minister of State for Foreign Affairs, is the Managing Partner at BohoMedia Limited, a through-the-line brand communications management firm, in Abuja.

Chris, a dynamic teacher, has groomed a generation of reporters at the International Institute of Journalism where he teaches Communication Skills as a Resource Person. He is the publisher of benuepage.net, a Benue-centric online newspaper and a co-founder of both heartofyourbusinessng.com.ng and icom.ng

He is a member of the Advertising Practitioners Council of Nigeria (APCON), the Nigeria Institute of Public Relations (NIPR) and the Nigerian Union of Journalists (NUJ). He has a degree in English and Literary Studies, a P.G.D. in Education and is a Media Arts graduate student at the University of Abuja. He has attended several professional trainings in online journalism and social media management.

TARGET PARTICIPANTS

1. Information officers
2. Newsroom managers and producers who want to get familiar with convergent journalism
3. News managers and producers working in print and electronic media houses that are building standalone digital editions
4. Sub-editors
5. Online/Editors
6. Social media editors/content managers
7. Online reporters

COST

The workshop fee is **Thirty Five Thousand Naira (NGN 35,000.00)** only per participant. The fee covers the following:

1. International Institute of Journalism Certificate in Digital News Management
2. Tea break and lunch (3days)
3. Folder, writing material and a CD containing the workshop course content
4. 6-week post workshop mentoring
5. Workshop venue and multimedia equipment

Date:

November 24th -26th, 2016

Venue:

IBI Centre, Discovery Mall,
215 Adetokunbo Ademola Crescent
(After AP Plaza), Wuse II, Abuja.

ABOUT INTERNATIONAL INSTITUTE OF JOURNALISM (IIJ), ABUJA & MEDIA RANGE LIMITED



INTERNATIONAL INSTITUTE OF JOURNALISM
(Training Wing of the Nigeria Union of Journalists)



International Institute of Journalism (IIJ), Abuja

The International Institute of Journalism (IIJ) is the training wing of the Nigeria Union of Journalists.

It offers courses in Journalism, Public Relations, Advertising and French.

The institute is recognized by the Nigerian Press Council as a professional institute for the training of journalists.

The institute also has affiliations with educational institutes (affiliated to the University of Maiduguri) and professional organizations in the country.

IIJ is situated at 23 Jimmy Carter Street, Asokoro, Abuja.



MEDIA RANGE LIMITED
(RC 766056)

Media Range Limited

Media Range Ltd is a rapidly expanding communications company headquartered in Abuja, Nigeria.

We are dedicated to our principal services of providing communications strategy solutions through Adept, Bespoke and Creative communications solutions 'outputted' through strategic communication, brand management, integrated marketing communications, media planning and buying, creative production and execution, publishing, reputation building as well as media (digital and conventional) and public relations across a variety of complementary media.

We work together with our clients and partners to provide best-in-class communications consultancy and customer communications planning.



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