

Media Hackers - Making digital competences an advantage for journalists



Duration: October 2012 – September 2014

Location: Europe-wide

Aims of the Programme:

To support and upgrade a flexible training opportunity for journalists so that they are better equipped to cope with the new technologies and provide them with basic training. The specific objective is to enhance digital media competencies to journalists working in all media sectors by providing innovative blended learning courses for new/cross media skills.

Background:

Journalism has been going through several major changes during the past decades. The pace of these changes is quickening, altering the practice of the profession as never before. Digital technology and modern marketing are changing journalism as profoundly as the telegraph and the television did. Today's journalists are thus operating in an increasingly complex media

environment requiring an understanding of and ability to operate across, multiple production platforms using multiple communication technologies.

In such an environment of rapid technological change, the new media tools and social networks have changed the daily way of communication significantly. Traditional media are thus being overlapped by the innovative possibilities of the new media. Journalists need to embrace the change and learn new skills to answer the demands and challenges of a changing profession. They need to acquire skills that will allow them to participate in the digital world.

The upgrading of skills and competencies of journalists is clearly a crucial need not only for journalists entering the market, but especially for the journalists that have started working in the time before the digital revolution of the news media market in the past 15 years. There is a real need to go beyond the limits of traditional journalism, and to provide basic technical training for multiple technology platforms. However, the situation of the vocational training in journalism in Europe is quite diverse and in many countries limited.

Programme Activities

- Specify the current skill and training needs by involving journalists and media associations to ensure a demand-driven approach

- Adapt the innovative blended learning tools and content from the successfully implemented programme EU-Trainer for ICT and Media competencies to the identified skill needs of journalists and to further enhance it by producing additional interactive and live technical features

- Enrich and improve the training methodology with corresponding guidelines (i.e. digital/print material, online and face-to-face training) so as to produce a complete training programme (including face-to-face and online learning)

- Implement pilot trainings in the project countries (i.e. GR, DE, CY) to evaluate the training programme and revise and enhance the training material based on the feedback of the

participants

- Implement a targeted dissemination and exploitation of the project by producing numerous outputs including a multilingual project website, brochure and promotional materials, as well as a final event
- Identify and engage key stakeholders to facilitate mainstreaming of project results into VET practices and/or policies
- Exploit the project results to increase their sustainability after the end of the project's lifespan

Partners

[Militos Emerging Technologies & Services](#) – Greece

[European Youth4Media Network \(Y4M\)](#) – Germany

[Medias Technolgies Conseil \(MTC\)](#) – Belgium

[Journalists' Union of Macedonia and Thrace \(ESIEMTH\)](#) – Greece

[R&Do](#) – Cyprus

[STEJAR](#) – Romania

[European Journalism Training Association \(EJTA\)](#) – Netherlands

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