Media Trainings

Training seminars for journalists and media professionals who have fled the war in Ukraine and are based in Berlin and Brandenburg in 2022.

BASICS

Training	Description
German Media Landscape in a Nutshell	Brief orientation on everything media professionals who recently arrived in Germany need to know: the dual broadcasting system, the media landscape including news agencies, important media players, supervisory bodies, financing, etc. With historical outline and the most important anchored journalistic rights and duties in Germany. **Duration: One day**
Quick roundup: Journalistic Formats. Deep Dive into the News Report	What is news, what is a report, a reportage, a critique/commentary – and what about the separation of factual information and opinion? With illustrative and audible examples and in-depth exercises on the topic of news. **Duration: One day**
Story and Spin: Finding Topics to report on	This training is about finding good spins for obvious topics. With short input and many practice examples for playing out in different media. At the end, attendees should be able to give interesting pitches for different playout paths. **Duration: One day**
German Media Law and „Pressekodex"	What is the German law on personal rights? What must be observed when recording images and sound? And what guidelines does the German press code ("Pressekodex") provide? Which reporting has already led to lawsuits or reprimands? A brief outline of all the legal principles that are relevant for journalistic work in Germany – including examples. **Duration: Two days**
Conducting better Interviews	Almost every journalistic format needs interviews as a basis. And it depends on the skills of the interviewer what comes out. This training is about input on questioning techniques, optimal preparation and learning by example! We provide interview partners "from the real world". The participants will be filmed during their interviews – and then it's time for the joint evaluation! **Duration: Two days** **Camera equipment is provided by the ems.** **Attention: particularly high preparation effort.**

Speech training (Group session for a start)	Speech and language have a lot to do with body awareness, with posture and breathing. This is the basis for the later individual speech trainings. Actually, it's all about very simple things: speaking and breathing and the basics for speaking texts. German standard pronunciation – phonetics and pronunciation training are also part of this. **Duration: One day**
Speech training, individual	Individual speech training with our certified speech trainer: articulation, intonation, speech melody, German phonetics, breath flow... we work on all of these issues together. Goal: A linguistically convincing performance. **Private lessons, ongoing training. 45 min per training.**
Design Sprint und Usercentric Design in a Nutshell	The latest trend in the media scene: Design Sprints. How does the technique work, what is it suitable for and what do I have to watch out for? We give valuable tips and discuss the classic elements and processes of a design sprint, test it on a small scale (your own development is not possible due to the limited time) - so that the participants can later develop new media products themselves. **Duration: One day**

Social/Online

Training	Description
Better photos (Photography, Kadrage, first Photoshop steps)	Which images are performing well online? How are they designed? What formats do I need to consider, what are the framing rules and how do I tell a story with photos? Two-day crash course. Simple post-production via Photoshop is included. **Duration: Two days** **iPhones for photography are provided by the ems, as well as laptops with Photoshop licenses.**
Text Wrestling	Texts need structure, catchy headlines, teasers that arouse curiosity, a sensible structure. This training provides basic input - more or less an "article toolbox" with references to typical online elements and text exercises to put it into practice. Who can find the most catchy headline? Who can put all the information in the most elegant way? **Duration: Two days** **Bring your own device. Laptops with text editing software can be provided by the ems if necessary.**
Online research and OSINT technics	Whether it is the verification of photos from the Internet, further research on people / places or events: OSINT

	research on the Internet doesn't require money, but knowledge about tools and procedures. A detective approach - and useful knowledge for journalists. **Duration: One day** **Bring your own device.**
Social Live	How do I plan live social appearances - when are they suitable as a form of presentation for me as a journalist? And what tricks are there for working in front of the camera? We talk about it - and try it out. With individual feedback. **Duration: Two days** **MoJo sets can be provided by the ems if necessary.**
Social Media for Journalists	Social media has become a powerful tool for professions of all kinds - not least for journalists. How do the individual channels differ, who uses them, how do I research and communicate there? What do I need to know about how the algorithms behind them work - and what about the data and trends I find in social media? This training is designed to provide an overview for beginners. The main focus is on Twitter and Instagram - currently the most relevant channels for journalists. **Duration: Two days** **Bring your own device.**
Insta for Journalists: Stories (Advanced Level)	Telling news in second-long stories works well. More and more professional media services are distributing their content where the users are. On Instagram, for example. Everything I need to know about the journalistic production of stories is taught in this training. This course is for participants who have at least one Instagram account and know the basic functions. **Duration: One day** **Bring your own device and account.**

Video

Training	Description
MoJo and 5 Shot-method	Mobile reporting, the production of professional videos with the smartphone, has become established. There are already camera and editing apps that produce cinematic images. The potential of this small equipment is particularly evident in news applications. This training is about shooting and editing with the smartphone. You will learn how to use the apps FilmicPro and LumaFusion. The 5-shot-method is taught in

	order to break up scenes pictorially. It is about setting up images, e.g. for interviews - and creating a first short film on the smartphone. **Duration: One day** **MoJo sets with paid apps are provided by the ems.**
Video Storytelling	"Other images" are urgently needed. Instead of repetitive images with text floating above them, this training is about inspiration, about the courage to innovate on the image level. Small, everyday stagings, clever solutions on the image level lift even abstract topics in video to completely different aesthetic heights. This training aims to inspire, to give small tips along the way and to make a contribution to more sophisticated image design in the video field. **Duration: One day**
Editing with Adobe Premiere	Adobe Premiere has become the editing software of choice for journalistic production over the past few years. Most people who produce videos today edit them with Adobe Premiere. This training is intended to provide an introduction to the editing software and its most common applications: Organizing footage, basic settings, image and sound editing, basic color correction, and the export options. **Duration: One day** **Laptops with Premiere licenses are provided by the ems.**

Audio

Training	Description
Podcast Basics	What defines a good podcast? What topic would you start a podcast about? This is the little all-around podcast package: How do I design it? On which platforms can I publish it? What technology do I need? And how do I want to sound? What usage data do I get - and what does that tell me? At best, all participants produce a prototype of their own podcast. **Duration: Two days** **Recording equipment and laptops with editing software will be provided by the ems if necessary.**
Making more of a Story with Sounds	There are stories that have not much sound of their own in them, and should still be told. This training is about the auditory design possibilities, the use of noises, sounds and music to make simple audios listenable. Of course, it is also about the legal components - for example, the use of CC licenses. **Duration: One day**
Studio Talk	Studio talks are a popular form of presentation in radio because they are simple and effective. This is about the basic principles - the use of original sounds, sensible division of conversation between reporter and presenter, preparation and memo techniques for speaking as freely as possible. **Duration: Two days** **Laptops with editing software as well as recording equipment will be provided by the ems if necessary.**

Training on the Job

Training on the Job	feedback on TV/audio/text contributions, analysis of editorial processes, special editorial requirements
	Duration: One or two days