

# THE RE-IMAGINING MEDIA PROGRAM



8th Apr - 21st May 2023

PROGRAM REPORT



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## ABOUT THE PROGRAM



- ✔ One-of-a-kind Media Literacy and Journalism program for students
- ✔ Students learn from journalists and other experts to re-imagine what news and media can look like in the future
- ✔ Students collaborate with other like minded student journalists to create newsletters, videos, podcasts and blogs!

Nov 2021  
Pilot

Oct 2022  
Edition 1

Apr 2023  
Edition 2

July 2023  
Edition 3

Oct 2023  
Edition 4

40 student  
journalists

26 student  
journalists

35 student  
journalists

35 student  
journalists

40 student  
journalists

# IN NUMBERS



26  
students



15  
schools



11  
Media Mentors



10  
masterclasses



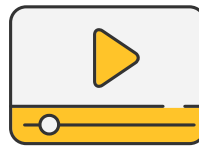
7  
student led  
newsletters



66  
articles



3  
podcasts



17  
video stories



18  
blogs

# PROGRAM PARTNERS





# OUR MEDIA MENTORS



*Ketaki Desai*  
Senior Correspondent  
Times of India



*Neera Majumdar*  
Editorial Lead  
CEEW



*Tanay Sukumar*  
Editor (Data)  
Mint, HT Media



*Bhanupriya Rao*  
Founder, BehanBox



*Geentanjali Krishna*  
Co-founder,  
The India Story



*Priyali Prakash*  
Principal Staff Writer  
The Hindu



*P Madhu Kumar*  
Producer,  
Newslaundry



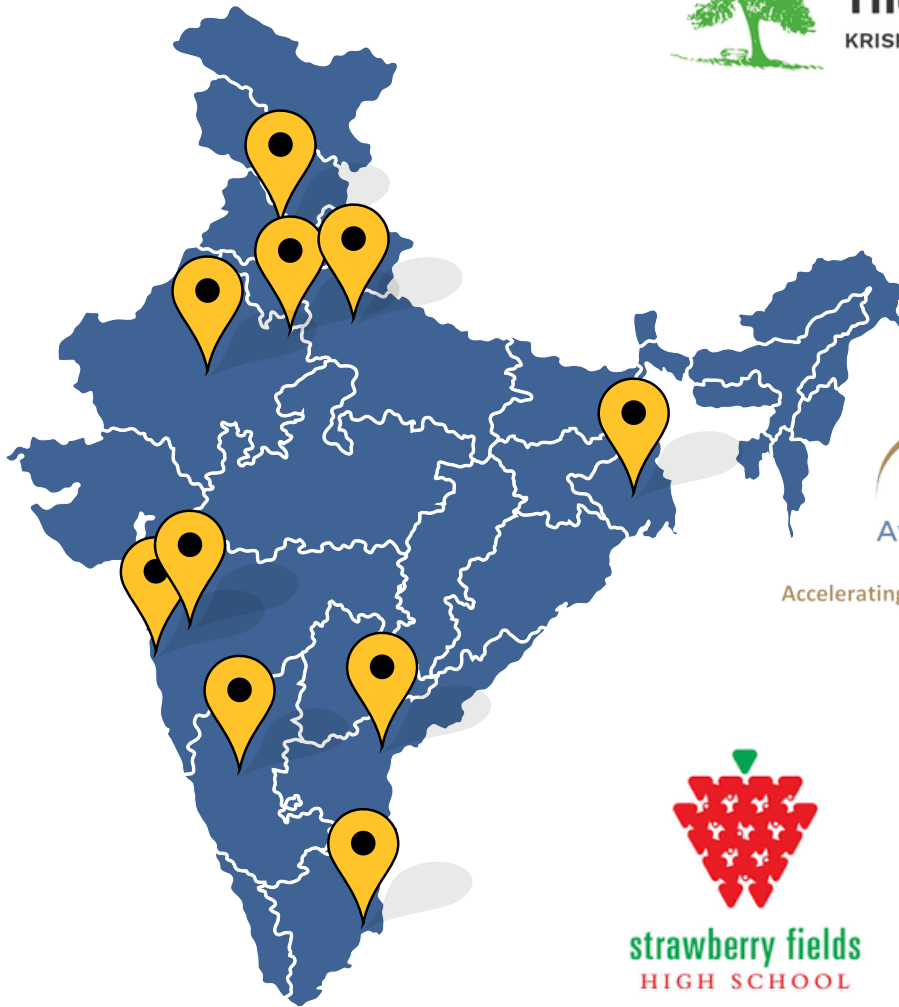
*Anshul Tiwari*  
Founder,  
Youth ki Awaaz



*Sana Amir*  
Multimedia Editor  
Himal Southasian



# OUR STUDENT JOURNALISTS COME FROM:



**The Valley School**  
KRISHNAMURTI FOUNDATION INDIA



Study Hall School, Lucknow



Accelerating academic and leadership outcomes  
for India's brightest girls



**strawberry fields**  
HIGH SCHOOL



**THE SHRI RAM SCHOOL**



**G. D. BIRLA CENTRE FOR EDUCATION**



**OAKRIDGE INTERNATIONAL SCHOOL  
BENGALURU**  
A NORD ANGLIA EDUCATION SCHOOL



**NEERJA MODI SCHOOL**  
A GLOBAL INSTITUTE



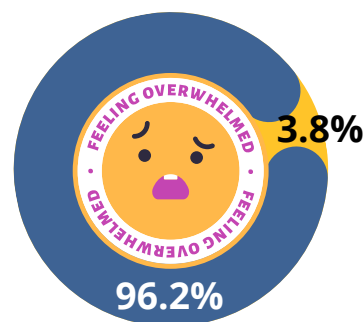
**Lilavatibai Podar  
High School • ISC**



# KEY LEARNINGS & IMPACT

01

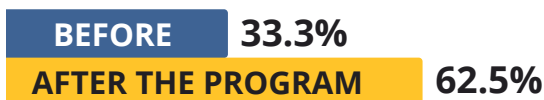
96.2% of our student cohort reported feeling overwhelmed by the amount of media they consume.



02

Students' ability to fact-check information improved over the 7 weeks of the program

% of students that fact-checked information before sharing



03

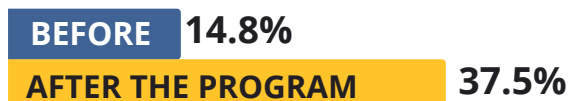
There was an improvement in students' technical skills over the course of the program



% of students that had an advanced knowledge of Canva



% of students confident of creating a podcast



% of students fairly confident of creating a video story

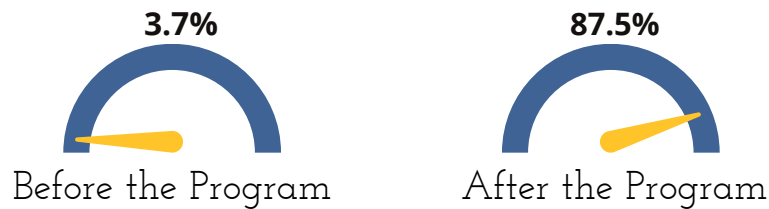




04

There was an improvement in students' ability to write feature articles over the course of the program

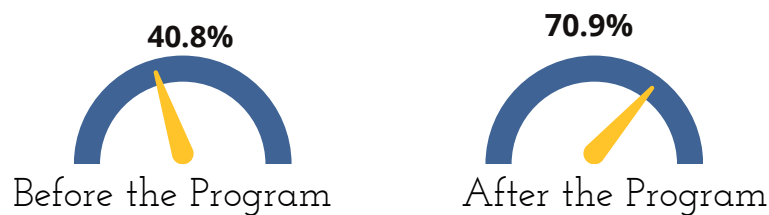
% of students confident of writing a feature article



05

There was an improvement in students' ability to represent data visually

% of students confident of representing data visually



06

There was an improvement in students' ability to write a blog

% of students confident of writing a blog at the end of the program

83.3%

# PROGRAM HIGHLIGHTS

## Week 1

*Setting up your publication + Media Literacy 101 +  
Solutions Journalism*

Mentors: Sukriti Pant & Geetanjali Krishna

### Students created:

- a cover story for their publications
- a solutions-focused story

### From a student journalist:

*"I learnt how I can verify information, how I can improve my language in my pieces and how I can write a solutions-focused article!"*



*Geetanjali Krishna  
Co-Founder  
The India Story Agency*

## Week 2

*Responsible News Consumption + Features Writing*

Mentors: Neera Manjumdar and Ketaki Desai

### Students created:

- an Anti-Propaganda Flash Card
- a Feature story (you can read one [here](#))

### From our mentor:

*"Conducting this session was tough, but fun, because it made me rethink about how I see news, opinion and propaganda!"*



*Neera Manjumdar,  
Editorial Lead,  
CEEW*



Week 3

## Writing Data Driven Stories

Mentor: Tanay Sukumar

### Students created:

- a data driven story

You can read one [here](#)

### From a student journalist:

*"I learnt that we should give credits to the owners whose data are we using. I also learnt that Data should be presented in a way that it's easy to read/examine."*



*Tanay Sukumar  
Editor (data), Mint*

Week 4

## Video Journalism

Mentor: Madhu Kumar

### Students created:

- a video story

You can watch one [here](#).

### From a student journalist:

*"I learnt the different types of video stories, along with the variety of examples that were provided and how to create an impactful video story"*



*P. Madhu Kumar  
Producer,  
News Laundry*

## Week 5 Blogging 101

Mentors: Anshul Tiwari & Simran Pavecha

### Students created:

- a blog on YKA

You can read one [here](#)



*Anshul Tiwari  
Founder, Youth ki  
Awaaz*

### From a student journalist:

*"I learnt the key elements of an impactful blog, and I liked the enriching discussion we had on the LGBTQIA+ community based on the blogs that were given as examples."*

## Week 6 Packaging News for Social Media + Editing 101

Mentors: Sana Amir & Prerna Madan

### Students created:

- a social media post



*Prerna Madan  
Principal Digital  
Content Producer,  
Times of India*

### From a student journalist:

*"I learnt how editing can make a story easier to read and how I can use fun strategies to edit my articles"*



## Week 7 *Podcasting 101*

Mentor: Priyali Prakash

### Students created:

- a podcast

You can listen to one [here](#)

### From a student journalist:

*"I really liked the padlet activity, the part where we explored writing for a podcast vs writing for newspapers, and the example of the Newsypoolozi podcast!"*



*Priyali Prakash  
Principal Staff Writer  
The Hindu*

## Week 7 *Writing Under-reported Stories*

Mentor: Bhanupriya Rao

### Students created:

- an article on an under-reported story. You can read one [here](#).

### From a student journalist:

*"I learnt that there are many underreported stories. Our Mentor also taught us why tolerance and equality is important, and how to write inspiring stories."*



*Bhanupriya Rao  
Founder  
Behanbox*

# EXPLORE THE VIA NEWS DIDI NETWORK

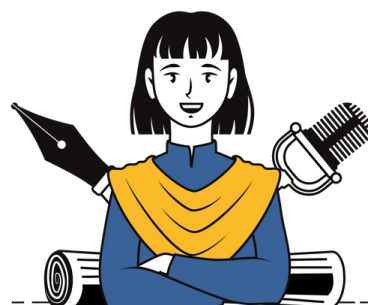
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