

# THE RE-IMAGINING MEDIA PROGRAM



1st July - 19th August 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

38 student  
journalists

40 student  
journalists

# IN NUMBERS



33  
students



21  
schools



9  
Media Mentors



9  
masterclasses



6  
student led  
newsletters



84  
articles



12  
podcasts



9  
video stories



20  
blogs

# LEARNING PARTNERS



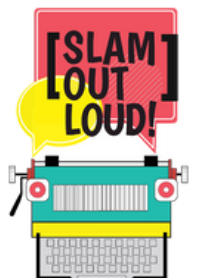
SIMPLE  
EDUCATION  
FOUNDATION



AKANKSHA™  
Aspire. Achieve. Be the Change.



उत्कृष्ट भारत



# OUR MEDIA MENTORS



*Mallika Bhagat*  
Senior Copy Editor,  
The Indian Express



*Neera Majumdar*  
Editorial Lead  
CEEW



*Vandana Menon*  
Senior Writer,  
The Print



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



*P Madhu Kumar*  
ex-Producer,  
Newslaundry



*Shreya Raman*  
Independent  
Data Journalist



*Simran Pavecha*  
Community Growth  
Manager,  
Youth ki Awaaz



*Anirban Chowdhury*  
Executive Producer,  
The Morning Brief



*Swati Sanyal*  
*Tarafdar*  
Accredited Trainer,  
Solutions Journalism  
Network

# OUR STUDENT JOURNALISTS COME FROM:



**New Middle East International School**  
Riyadh, Saudi Arabia  
*a school that is committed to excellence*



**PATHWAYS SCHOOL**  
Learn • Work • Play • Think • LIVE  
GURGAON



**CHOITHRAM SCHOOL INDORE**  
विद्या विनयेन शोभते



**Avasara Academy**  
Accelerating academic and leadership outcomes  
for India's brightest girls



**strawberry fields HIGH SCHOOL**



**RAHA INTERNATIONAL SCHOOL**



**NAVAKMATA PUBLIC SCHOOL**  
NPS  
In pursuit of excellence



**INDUS INTERNATIONAL SCHOOL HYDERABAD**  
IN OMNIA PARATUS



**Lotus Valley INTERNATIONAL SCHOOL GURUGRAM**  
School for Life



**UWCSEA**



**THE HYDERABAD PUBLIC SCHOOL**  
Be Vigilant  
BEGUMPET



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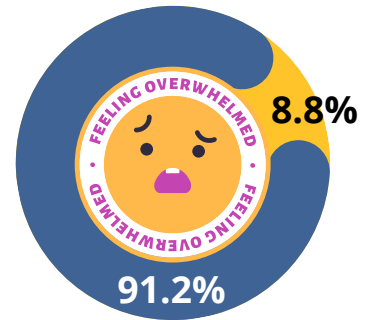
**VASANT VALLEY**  
श्रेष्ठतमय कर्मणि  
EXCELLENCE IN DEED



# KEY LEARNINGS & IMPACT

01

91.2% of our student cohort reported feeling overwhelmed by the amount of media they consume.



02

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



% of students that had an advanced knowledge of Canva

**BEFORE** 29.4%

**AFTER THE PROGRAM** 56.6%



% of students confident of creating a podcast

**BEFORE** 5.8%

**AFTER THE PROGRAM** 56.7%



% of students fairly confident of creating a video story

**BEFORE** 23.5%

**AFTER THE PROGRAM** 36.6%

03

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

5.9%



Before the Program

80%



After the Program

04

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

% of students confident of representing data visually

11.8%



Before the Program

80%



After the Program

05

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

% of students confident of writing a blog

29.4%



Before the Program

80%



After the Program

06

There was an improvement in students' ability to write an opinion article.

% of students confident of writing an opinion article

41.2%



Before the Program

90%



After the Program

# PROGRAM HIGHLIGHTS

## Week 1 *Setting up your publication + Media Literacy 101*

Mentor: Asmita Prabhakar

### Students created:

- a cover story for their publications

### From a student journalist:

*"I learnt that:*

- 1. Media is one of, if not the most powerful tool in bringing about changes and spreading information in society*
- 2. Setting up a newsletter, is a slightly challenging yet incredibly fun process."*



*Asmita Prabhakar*  
*Founder, Via News Didi*

## Week 2 *Features Writing 101*

Mentors: Mallika Bhagat & Vandana Menon

### Students created:

- a Feature article  
(you can read one [here](#))

### From a student journalist:

*"I learned different types of feature articles, the difference between feature and news story, and also tips given by the mentors along with how to paraphrase interview quotes"*



*Mallika Bhagat*  
*Senior Copy Editor, The Indian Express*



*Vandana Menon*  
*Senior Writer, The Print*



## Week 3 Podcasting 101

Mentor: Anirban Chowdhury

### Students created:

- a podcast

You can listen to one [here](#)

### From a student journalist:

*"The takeaway I have from this masterclass is that I didn't know much about a podcast and I got lots of knowledge in this session. I am taking away lots of podcast knowledge and all the fun activities which were based on the theme of podcasting."*



*Anirban Chowdhury  
Executive Producer,  
The Morning Brief*

## Week 3 Video Journalism

Mentor: Madhu Kumar

### Students created:

- a video story

You can watch one [here](#).

### From a student journalist:

*"It was a great session! I loved hearing all about the importance of making a video, how to create video story, how to draft interview questions and classic key-words in the video journalism."*



*P. Madhu Kumar  
ex-Producer,  
News Laundry*

## Week 3 Editing 101

Mentors: Prerna Madan

### From a student journalist:

*"(From this session, I took away) the importance of finding the truth & clarity in stories, and identifying the best style/method/structure for impactful storytelling"*

*"I learnt how to protect peoples identities if they don't want their name to be published, and how to minimize unnecessary information in my article."*



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

## Week 4 Solutions Journalism 101

Mentor: Swati Sanyal Tarafdar

### Students created:

- a solutions-focussed article
- You can read one [here](#).

### From a student journalist:

*"This session was really fun and interesting as well. I learned how to write a SoJo article, what all features to incorporate in it, as well read a couple examples."*



*Swati Sanyal Tarafdar  
Accredited Trainer,  
Solutions Journalism  
Network*

## Week 4 Interview Day!

Learning Partners: Slam Out Loud, Saturday Art Class, Labhya Foundation, Climes, Indian School of Democracy, Simple Education Foundation



Jigyasa Labroo



Rukhmini Bhatia



Richa Gupta



Anirudh Gupta



Anita  
Manoharan



Srishti Chauhan

From a student journalist:

*The session was really amazing. I felt happy to hear about a new organization, Simple Education Foundation, which is working the capacity of teacher training and learning.”*

## Week 5 Data-driven Journalism

Mentor: Shreya Raman

**Students created:**

- a data-driven article
- You can read one [here](#).

From a student journalist:

*“I learnt*  
*1) how data helps us use in our stories and be more specific.*  
*2) data creates deeper insights.*  
*3) how to depict the data accurately.”*



Shreya Raman  
Independent  
Data Journalist

**Week 6**

## *The Basics of Opinion Writing*

Mentor: Neera Majumdar

### **Students created:**

- an opinion article

You can read one [here](#)

### **From a student journalist:**

*"The session was really amazing and I came to be more cautious about what am I saying and listening at the same time. I came to know what an opinion is and what is fact."*



*Neera Majumdar*  
*Editorial Lead, CEEW*

**Week 7**

## *Blogging 101*

Mentor: Simran Pavecha

### **Students created:**

- a blog on YKA

You can read one [here](#).

### **From a student journalist:**

*"I learned how to start and end a blog, about what to include in a blog to make a reader feel more persuaded and learnt to make a blog interesting"*



*Simran Pavecha*  
*Community Growth*  
*Manager, Youth Ki*  
*Awaaz*

# EXPLORE THE VIA NEWS DIDI NETWORK

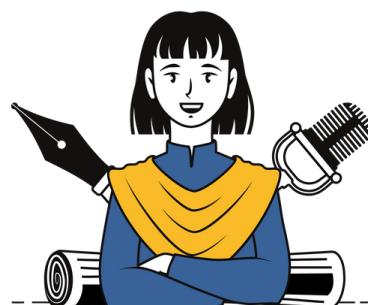
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