


Global Neighbourhood for Media Innovation

# SABZ JOURNALISM GUIDEBOOK

For Training Environmental Journalists  
and Digital Content Producers



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# Message from the President

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**Dear Journalists and Digital Content Producers,**

It is with great pride and fervor that I present to you this comprehensive curriculum designed specifically for journalists, digital content producers, filmmakers, and all those who practice environmental journalism in Pakistan.

Environmental journalism holds immense relevance for Pakistan, a country facing significant environmental challenges. From climate change and pollution to deforestation and water scarcity, these issues require informed and dedicated reporting to drive awareness and inspire action. This curriculum is tailored to address these challenges, providing journalists with the expertise to cover environmental stories with depth and accuracy.

This curriculum, structured into three modules, aims to guide trainers and facilitators in equipping journalists and digital content producers with the essential skills and knowledge required to excel in the ever-evolving digital media landscape.

The first module provides a foundational understanding of environmental journalism. It discusses the principles, ethics, and responsibilities that come with reporting on environmental issues. This module emphasizes the intersectionality in climate reporting to produce investigative, accurate and impactful stories in raising awareness and driving action on environmental matters. By exploring science and basics of environment, case studies and engaging in hands-on activities, this resource will facilitate trainers in guiding participants to learn how to investigate and report on complex environmental topics with integrity and precision.

In the second module, we focus on digital content creation and production techniques. It covers tools and techniques for digital production, storyboarding, detailed sessions on mobile journalism (MoJo), and a hands-on activity on digital production. This module also includes the principles of truthfulness, fairness, and accountability in journalism. Participants will engage in discussions and activities that highlight the importance of responsible content creation to uphold the highest standards of journalistic integrity.

The third module addresses the critical aspects of digital marketing and monetization. As the media landscape continues to shift towards digital platforms, understanding how to effectively market and monetize content is essential. This module provides participants with the tools and strategies needed to engage with audiences, optimize content for various platforms, and explore diverse revenue streams. By mastering these skills, journalists can ensure the sustainability of their work and continue to produce high-quality, impactful content.

The knowledge and skills gained from this curriculum will empower journalists to amplify their impact, contributing to a more informed and environmentally conscious society. I commend all the participants for their commitment to enhancing their skills and contributing to the field of environmental journalism. Your dedication to this cause is vital for the future of our planet. I encourage you to fully engage with each module, absorb the knowledge, and apply it to your work.

Together, we can make a significant difference in addressing environmental issues and promoting sustainable practices in Pakistan.

Best regards,

**Najia Ashar**  
President  
Global Neighbourhood for Media Innovation (GNMI)

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# I. Overview

## Introduction

The "Sabz Journalism Trainer's Guide for Training Environmental Journalists and Digital Content Storytellers" is a comprehensive curriculum developed by the Global Neighbourhood for Media Innovation (GNMI) with support from the United States Department of State. The guide is designed to address the critical need for informed and effective environmental journalism, empowering trainers and educators to equip journalists, digital content producers and filmmakers with the essential skills and knowledge required to report on the complex environmental issues of our time.

In today's world, environmental challenges like climate change, biodiversity loss, water scarcity, and pollution are gaining significant importance. This curriculum recognizes the vital role journalists play in raising awareness about these pressing issues and aims to provide a structured and comprehensive approach to environmental reporting.

Divided into multiple modules, the guide covers a wide array of topics crucial to environmental journalism. These include understanding environmental science, differentiating climate from environmental issues, developing data-driven and investigative stories, and mastering digital storytelling and marketing techniques.

This curriculum serves as a valuable resource for trainers by offering a step-by-step method for conducting impactful three-day training sessions. Through practical exercises, hands-on training, and expert guidance, the guide equips trainers with the necessary skills to educate and inspire the next generation of environmental storytellers.

By providing a deeper understanding of environmental issues in combination of digital content production and marketing techniques, this curriculum aims to contribute to a more informed and engaged public, ultimately driving meaningful action towards environmental sustainability.

## Background

This publication is developed in response to the escalating environmental challenges that pose a significant threat to our planet. Environmental journalism has never been more critical, as it plays a pivotal role in informing and educating the public about the complex issues surrounding climate change, pollution, biodiversity loss, and other ecological crises. The necessity for this curriculum stems from the urgent need to elevate the standards and volume of environmental reporting, ensuring that journalists are well-equipped to cover these topics with depth, accuracy, and a focus on solutions.

public discourse and driving policy change. Climate awareness is necessary not only for understanding the immediate impacts of environmental degradation but also for mobilizing collective action towards sustainable practices and policies. Without a well-informed public, efforts to combat climate change and protect natural resources are likely to fall short.

Journalists have a unique and powerful role in this context. By increasing the volume of climate-focused, solution-oriented reporting, they can highlight innovative strategies and practices that mitigate environmental harm and promote sustainability. Through their stories, journalists can influence public perceptions, hold policymakers accountable, and inspire communities to take proactive measures in protecting the environment. This curriculum aims to empower journalists with the skills and knowledge needed to produce compelling, data-driven environmental stories that not only inform but also engage and motivate their audiences towards positive action for the planet's future.

## **Environmental Issues and Media Reporting in Pakistan**

Pakistan is at the forefront of climate vulnerability, with its diverse ecosystems and rapidly growing population making it particularly susceptible to the adverse effects of climate change. The country's environmental challenges are extensive and multifaceted, ranging from severe air and water pollution to deforestation, soil degradation, and biodiversity loss. Moreover, Pakistan faces frequent natural disasters such as floods, droughts, and heatwaves, which exacerbate the existing socio-economic vulnerabilities.

The Intergovernmental Panel on Climate Change (IPCC) has highlighted South Asia, including Pakistan, as a region particularly vulnerable to climate change impacts. According to the Germanwatch Global Climate Risk Index 2021, Pakistan is consistently ranked among the top ten countries most affected by climate-related extreme weather events. This dire situation signifies the critical need for robust environmental reporting to inform and engage the public and policymakers about the gravity of the issues at hand and potential solutions.

Media reporting on environmental issues in Pakistan plays a crucial role in raising awareness and prompting action. For instance, the devastating floods of 2010 and 2022 received widespread media coverage, which helped mobilize national and international aid efforts. The coverage also highlighted the need for improved infrastructure and better disaster management policies. Similarly, the recurring issue of smog in cities like Lahore has been extensively reported, drawing attention to the urgent need for measures to reduce air pollution, such as promoting cleaner energy sources and enforcing stricter emission regulations.

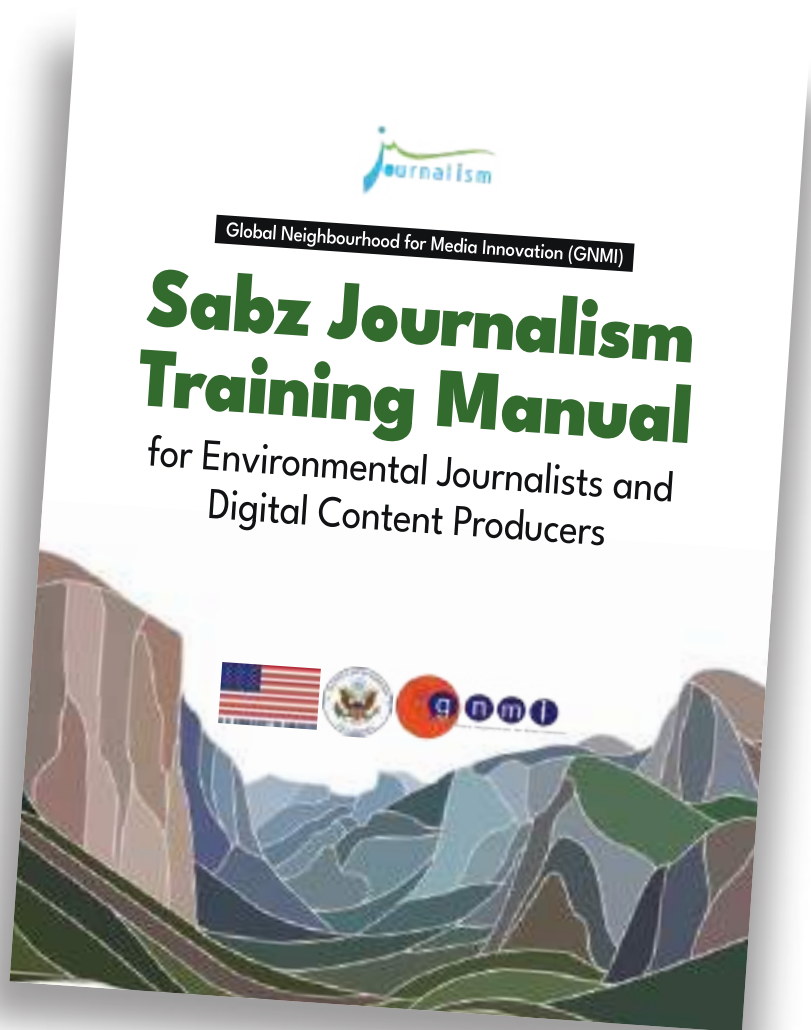
International organizations have repeatedly emphasized the environmental challenges faced by Pakistan. The World Bank, in its report "South Asia's Hotspots: The Impact of Temperature and Precipitation Changes on Living Standards," pointed out that rising temperatures and changing precipitation patterns could significantly impact living standards in Pakistan. The United Nations Development Programme (UNDP) has also been actively involved in initiatives aimed at enhancing climate resilience and sustainable development in the country.

However, despite the severity of these issues, environmental reporting in Pakistan often faces several challenges. There is a lack of specialized training for journalists on environmental issues, leading to gaps in coverage and understanding. Additionally, the business models of traditional media often prioritize more immediate and sensational news over in-depth environmental reporting. This gap highlights the need for dedicated training programs, which aims to equip journalists, digital content producers and filmmakers with the knowledge and skills to report effectively on environmental issues.

By developing a cadre of well-informed trainees, this curriculum seeks to enhance the quality and quantity of environmental reporting in Pakistan. Such reporting can drive public awareness, influence policy decisions, and ultimately contribute to the country’s efforts to combat climate change and promote sustainable development. The media’s role in this regard is indispensable, as it serves as a bridge between scientific findings, policy discussions, and public understanding and play a pivotal role in shaping a sustainable future for Pakistan.

GNMI has also produced a training manual for environmental journalists and digital content producers. Climate journalists and trainers can access this resource on GNMI website.

[https://gnmi1-my.sharepoint.com/:b:/g/personal/centraldrive\\_gnmi1\\_onmicrosoft\\_com/ER5qxFZeZXpDuXxeuzewSLIBIv3IFlj6R5u51DNqsLkjA?e=iceOhn](https://gnmi1-my.sharepoint.com/:b:/g/personal/centraldrive_gnmi1_onmicrosoft_com/ER5qxFZeZXpDuXxeuzewSLIBIv3IFlj6R5u51DNqsLkjA?e=iceOhn)



## II. Facilitator Training Design

### Training Design

This training program is founded on a comprehensive needs assessment study conducted with journalists, digital content producers, and filmmakers. The primary objective was to evaluate participants' baseline knowledge of environmental issues in Pakistan, assess the effectiveness of current environmental journalism standards, reporting frequency, policy impact, and ethical journalism practices, all of which informed the development of this curriculum. The findings from the needs assessment were compiled into a baseline assessment report and subsequently presented to industry experts in Karachi for validation. Experts from environmental journalism, media professionals, policymakers, academics, and civil society representatives provided critical feedback on the curriculum. Their input ensured that the curriculum accurately reflects the needs of the target group and aligns with current trends in the media industry. This collaborative process resulted in informed recommendations, which have been formally incorporated into the training modules, ensuring an authentic, relevant, and high-quality curriculum.

The training module is divided into multiple parts, each with specific objectives that trainers/facilitators should keep in mind and revisit during sessions. To ensure effectiveness, ample time for discussion is recommended. At the beginning of each session, the module provides preparation guidelines. Also, within each session, suggestions for spoken words are provided in italics to assist facilitators in delivering the content.

The training design covers a broad spectrum of topics, including environmental science, global, regional and local perspectives of environmental journalism, data-driven and investigative reporting, digital storytelling, strategies for digital content production and dissemination, as well as digital marketing and monetization techniques.

The training begins with an introduction to environmental journalism, where participants are welcomed and oriented to the program's objectives. Ice-breaking activities set a collaborative tone, followed by an in-depth exploration of environmental science and the basics of climate change, highlighting the distinction between climate change and the environment. Through case studies and group discussions, participants gain a solid understanding of the subject matter. The significance of environmental journalism is highlighted through the analysis of exemplary stories and a review of the current state of reporting in Pakistan. Participants explore the minutiae of data-driven and investigative environmental reporting, learning how to collect and analyze data to uncover compelling climate stories. The training emphasizes sourcing, analyzing, and presenting data meaningfully. The day concludes with a session on ethics and responsibilities, stressing the moral imperatives that guide environmental journalists and featuring interactive discussions and Q&A sessions to ensure clarity and engagement.

The second day focuses on developing production skills. Participants are introduced to advanced digital tools and platforms for content creation, learning to produce high-quality multimedia content. They explore the elements of good online content, storyboarding, mobile journalism, tools for digital content production, essential tips and checklists, and guidelines for establishing digital news startups. Digital storytelling techniques are also covered, teaching participants how to produce engaging narratives that resonate with local audiences. Hands-on activities ensure they can practice these skills, effectively integrating environmental perspectives into their reporting.

On the final day, the training focuses on digital marketing and monetization. Participants receive an overview of Pakistan's digital landscape, learning about search engine optimization and digital marketing strategies to reach diverse audiences through various channels. They explore business models for new startups, the digital niche dynamics of social media, and monetization opportunities on platforms like Facebook and YouTube, including advertising revenue. Practical sessions allow them to apply these concepts, creating content that is both informative and impactful. The day concludes with a review of key concepts and a discussion on future directions, reinforcing the commitment to ongoing learning and adaptation in the ever-evolving field of environmental journalism.

This structured approach ensures that by the end of the training, participants are not only well-versed in environmental science and climate change but also skilled in using modern journalism techniques to report these issues effectively. The program aims to raise a new generation of digital journalists who can contribute to environmental protection by increasing the volume and quality of climate-focused and solution-oriented reporting.

## Facilitators

The lead facilitator should be a senior environmental journalist with over 10 years of experience, preferably one well-versed in investigative reporting on both traditional and digital media platforms. In addition, a broadcast journalist with a focus on the critical role of environmental journalism in advocating for policy change or a senior public official/environmentalist specializing in the intersectionality of science and journalism for solution-oriented reporting may facilitate sessions on best practices in climate reporting.

The facilitator for the module two should be a seasoned digital content production expert with significant expertise in Mobile Journalism (MoJo). This professional should possess the ability to teach foundational production concepts while effectively linking technical skills to climate reporting, ensuring participants can create compelling, high-quality content.

The facilitator for the final day should be a digital marketing professional with over a decade of experience in developing successful business models for various startups. This expert should be adept at conveying strategies for digital marketing and monetization, guiding participants on how to establish and sustain profitable digital media platforms.

## The Participants

The participants in this training program are primarily journalists, digital content producers, and filmmakers across Pakistan who are actively engaged in reporting on environmental issues. They range from mid-level to senior professionals, including those working in traditional media outlets, digital platforms, and independent media. These individuals have a foundational understanding of journalism and a keen interest in enhancing their skills and knowledge in environmental reporting. The training aims to equip them with advanced tools and techniques to produce high-quality, impactful stories that drive public awareness and policy change.

# For Facilitators: Preparing for Training

Preparation is key to delivering an effective and engaging training program. As a facilitator, it is essential to be thoroughly familiar with the training components and the specific needs of the participants. Here are some guidelines to help you prepare:



**Review the Curriculum:** Familiarize yourself with each module, its objectives, and the suggested activities. Understand the flow of the training and how each part builds on the previous one.



**Understand Participant Needs:** Take time to understand the background and expectations of the participants. This can be done through pre-training surveys or introductory sessions. Knowing their level of expertise and specific interests will help tailor the training to be more relevant and impactful.



**Gather Resources:** Ensure you have all necessary materials and resources ready, including case studies, data sets, multimedia tools, and any handouts or digital resources that participants will need.



**Plan Interactive Sessions:** Prepare for interactive elements like group discussions, hands-on activities, and Q&A sessions. These interactions are crucial for reinforcing learning and ensuring participants can apply what they have learned.



**Prepare for Technical Aspects:** Ensure that all technical aspects, such as digital tools and platforms for content creation, are set up and tested in advance. Familiarize yourself with these tools to guide participants effectively.



**Create a Collaborative Environment:** Plan ice-breaking activities and collaborative exercises to foster a positive and engaging learning environment. Encourage open communication and active participation from all attendees.



**Stay Updated:** Keep yourself updated with the latest trends and developments in environmental journalism. This will help you provide current and relevant information to the participants.



**Prepare for Ethical Discussions:** Be ready to facilitate discussions on the ethics and responsibilities of environmental journalism. Prepare scenarios and examples to help illustrate these points effectively.

# Training Day Guidelines

This training guide is designed to provide you with a comprehensive understanding of climate reporting. To maximize its benefits, follow these steps:

Each module includes detailed training notes structured as follows:	
1.	<b>Topic of the Session:</b> Clearly defined topic to focus the session's content and objectives.
2.	<b>Activity Headings:</b> Descriptive headings for each activity, including the type of activity in brackets (e.g., icebreaker, facilitator presentation, work in pairs, plenary discussion).
3.	<b>Estimated Time:</b> Suggested duration for each module or activity to help with time management.
4.	<b>Purpose of the Activity:</b> Clear objectives outlining what the activity aims to achieve.
5.	<b>Materials Needed:</b> List of all materials required for each activity to ensure readiness and smooth execution.
6.	<b>Presentation Slides:</b> Reference to the relevant Presentation slide(s) for each activity. (If multimedia is unavailable, facilitators can use flip chart paper to display key points)
7.	<b>Facilitator Notes:</b> Guidance notes to orient facilitators on the specific activity, providing context and background information.
8.	<b>Facilitation Instructions:</b> Step-by-step instructions on how to conduct the activities effectively, ensuring clear and smooth facilitation.
9.	<b>Background Information for Facilitators:</b> Additional information and resources to give facilitators a deeper understanding of the session's topic.

## Participant Guidelines and Ethics

The facilitator should conduct a brief exercise lasting approximately 10 minutes, during which all participants are asked to propose “training norms, rules, and ethics” that everyone must follow. These norms can be written on chart paper and displayed prominently in the training room. The following norms/ethics can be included in this list:

### Ground Rules/Ethics to Be Followed by Participants:

- **Mobile Phones:** Turn off mobile phones. If this is not possible, set them to silent mode out of respect for others.
- **Punctuality:** Punctuality is crucial. The training can start and end on time if everyone returns promptly from breaks and lunch.
- **Respect:** Respect the person who is speaking and do not speak when someone else is talking.

- **Participation:** Everyone is invited to share their point of view to show a sense of ownership in the process.
- **Personal Boundaries:** Respect personal concerns and boundaries.
- **Non-Judgmental Attitude:** Show a non-judgmental attitude when others share their experiences.
- **Respect for Diversity:** No remarks should be made that could hurt the religious sentiments, ethnic identity, or gender identity of others.
- **Encourage Questions:** Questions are encouraged as they help clarify confusion and deepen understanding.

By adhering to these rules and ethics, participants can create a respectful and productive training environment.

## Confidentiality

According to the Merriam-Webster Dictionary, "Confidentiality refers to the principle of keeping information given or shared in a trustful manner between two or more parties private and undisclosed to others, unless permission is granted."

Confidentiality, akin to privacy, is essential as it protects individual preferences and rights. It stands in stark contrast to the concept of anything being "public."

## Confidentiality of Training Participants

In the context of training, confidentiality is imperative to ensure that participants feel secure and respected. Throughout the sessions, participants may share personal experiences and insights. To maintain a supportive environment, it is vital that any personal stories or information disclosed during the training are kept confidential and not shared outside the training environment without explicit consent. This practice promotes trust, openness, and honest communication, thereby enhancing the overall effectiveness and integrity of the training program.

## Structure of the Training Program

This training curriculum comprises three modules:

Module 1:	Environmental Journalism in Pakistan
Module 2:	Digital Content Creation & Production
Module 3:	Digital Marketing and Monetization

# Sample 3-Day Training Program

This 3-day training program is a sample guide for trainers and facilitators to sensitize environmental journalists and content creators in Pakistan. You are encouraged to make any adjustments according to your needs and available resources.

Day - 01: Environmental Journalism in Pakistan		
Time	Minute per session	Content
09:30 - 10:00	30	Arrival of Participants and Registration
10:00 - 10:05	05	Welcome Note and Training Overview
10:05 - 10:15	10	<i>Ice Breaking Activity: Introduce Your Partner</i> <i>Morning tea (running)</i>
10:15 - 11:00	45	<b>Understanding Environmental Journalism</b> - <i>Weather, Climate, and Environment</i> - <i>Climate Change in Pakistan</i> - <i>Ongoing Nature of Climate Change</i>
11:45 - 12:15	30	<b>Pakistan's Specific Ecological Zones and Local Perspectives</b>
12:15 - 01:00	45	<b>Sabz Reporting: Strategies for Environmental Storytelling</b> <i>Effective strategies and techniques for journalists to produce impactful environmental stories</i>
01:00 - 02:00	60	Lunch/prayers break
02:00 - 02:30	30	<b>Ethical Responsibilities &amp; Research Based Investigative Reporting</b>
02:30 - 03:00	30	<b>Mind Mapping: Intersectionality of Climate Issues</b> <i>(Interactive Activity)</i>
03:00 - 03:30	30	<b>International Best Practices of Environmental Journalism</b> <i>Afternoon tea (running)</i>
03:30 - 04:00	30	<b>Expert Session (Optional)</b> <i>Senior Journalist or Environmentalist</i> <b>Topic: 01:</b> <i>Role of Environmental Journalism in Advocating for Policy Change</i> <b>Topic: 02:</b> <i>Intersection of Science and Journalism for Solution-Oriented Reporting</i>
04:00 - 05:00	60	<b>End-of-Day Output Task</b> - <i>Identify Stories on Environment - Reviews and Feedback</i> <i>Q&amp;A Session</i>

## Day - 02: Digital Content Creation & Production

Time	Minute per session	Content
09:30 - 10:00	30	Reporting at Training Hall
10:00 - 10:15	15	Racap of Day-01
10:15 - 10:45	30	<b>Digital Content Dissemination</b> <i>Morning tea (running)</i>
10:45 - 12:00	75	<b>Storyboarding and Digital Production</b> <i>- Activity for Storyboarding</i>
12:00 - 01:00	60	<b>Introduction to Mobile Journalism</b> <i>- Videography, Framing, Tools, and Applications useful for climate reporting</i>
01:00 - 02:00	60	Lunch/prayers break
02:00 - 02:30	30	<b>Tools for Editing and Digital Content Production</b>
02:30 - 03:30	60	<b>Practicing Digital Content Production (Hands on Activity) – Making Short Videos and Editing</b>
03:30 - 04:00	30	<b>(Optional)</b> <b>Expert Session:</b> <i>Digital Media Journalist or Digital Marketing Expert</i> <b>Topic:</b> Media Dynamics: The Influence of Digital Media on Information Dissemination
04:00 - 04:30	30	<b>Ethical Guidelines of Content Creation</b> <i>(Running Tea)</i>
04:30 - 05:00	30	<b>Concluding Session</b> <i>Reviews and Feedback</i> <i>Q&amp;A Session</i>

## Day - 03: Digital Marketing and Monetization

Time	Minute per session	Content
09:30 - 10:00	30	Reporting at Training Hall
10:00 - 10:15	15	Racap of Day-02
10:15 - 10:45	30	<b>Introduction of Digital Marketing &amp; Monetization</b>
10:45 - 11:00	15	Tea Break
11:00 - 12:00	60	<b>Understanding Digital Landscape of Pakistan</b>
12:00 - 01:00	60	<b>Development and Management Strategies of Digital Media Startups</b>
01:00 - 01:30	30	<b>Business Model Canvas</b>
01:30 - 02:30	60	Lunch/prayers break
02:30 - 03:00	30	<b>Digital Audience Engagement</b>
03:00 - 03:30	30	<b>Digital Marketing Strategies</b> <i>Running Tea</i>
03:30 - 04:00	30	<b>Strategies for Monetization and Digital Revenue Streams</b>
04:00 - 05:00	30	<b>Certificate Distribution &amp; Closing Remarks</b>

## III. Training Curriculum

### Introductory Session and Icebreaking Activity

This introductory session aims to establish a safe and welcoming learning environment for the cohort. Creating such an atmosphere is crucial for this training workshop, as understanding environmental and climate issues requires proper familiarity with the local context. The session will include icebreaking activities to help participants get to know each other and establishing a sense of community and trust. When participants feel comfortable, they are more likely to share stories from their work or personal experiences in the group. This foundation is essential for productive discussions and effective learning throughout the workshop.

Activity: Introduce my Partner ( <i>Icebreaker</i> )	
<b>Purpose</b>	To get to know one another
<b>Tool required</b>	None
<b>Time required</b>	30 minutes
<b>Instructions for facilitator</b>	Your role as facilitator is to manage the time and guide the activity as outlined. Begin by sharing some information about yourself to set an example and build rapport before continuing to the next part of the training
<b>Instructions</b>	<ol style="list-style-type: none"><li>1. Divide the group into pairs and give them three minutes to interview one another.</li><li>2. Ask each pair in turn to introduce their partner to the group.</li></ol> <p><b>Suggested Questions:</b></p> <ul style="list-style-type: none"><li>• What is your professional background?</li><li>• What are your expectations for this training?</li><li>• What experience do you have in environmental journalism or related fields?</li></ul> <p><b>Fun, personal questions:</b></p> <ul style="list-style-type: none"><li>• What is your best holiday memory?</li><li>• What is one interesting fact about your hometown?</li><li>• What do you do in your leisure time?</li></ul>

### The Training Program (*Facilitator Presentation*)

<b>Purpose</b>	To clarify participants' expectations and introduce the training program
<b>Tool required</b>	Training manual and copies of hand-outs.
<b>Instructions for facilitator</b>	Clarifying expectations at the beginning of the training helps to align participant expectations with the program content. Emphasize the core elements covered and acknowledge limitations in coverage. Offer recommendations and additional resources for topics beyond the scope of the workshop.
<b>Activity instructions</b>	<ul style="list-style-type: none"><li>• Distribute training manual and copies of hand-outs.</li><li>• Give a quick overview of the program and answer any questions.</li><li>• Link the program with participants' expectations. Highlight any areas not covered and provide links to other resources if possible.</li></ul>

### Rules for the day

<b>Purpose</b>	To agree on ground rules to create a safe environment for the group
<b>Tool required</b>	Flip chart paper, markers, pens and paper
<b>Instructions for facilitator</b>	Follow the information for facilitator on ground rules
<b>Activity instructions</b>	<p>Ask participants to work in pairs to brainstorm ground rules for the training. Allow five minutes for this activity.</p> <p>Invite each pair to share their suggested ground rules with the group. Write these suggestions on the flip chart. Add your own suggestions as needed.</p> <p>Emphasize the importance of confidentiality (see information for facilitators above) regarding everything discussed during the training.</p> <p>Ensure participants know they are not required to participate in all activities and can choose to step back and observe if they feel uncomfortable.</p> <p>Once the group agrees on the ground rules, discuss and agree on constructive consequences for breaking them (e.g., sing a song, bring snacks, do an icebreaker).</p> <p>Keep a copy of the ground rules visible throughout the entire workshop.</p>

# Module One: Environmental Journalism in Pakistan

## Learning Objectives of Module 1

(Facilitator Presentation)

<b>Purpose</b>	To provide participants with foundational knowledge and skills in environmental journalism specific to Pakistan.
<b>Tool required</b>	None
<b>Instructions for facilitator</b>	<ol style="list-style-type: none"><li>1. Read out the learning objectives and explain them.</li><li>2. Highlight that the module one focuses on the basics of environmental journalism.</li><li>3. Ask if there are any questions about the learning objectives.</li></ol>
<b>Learning Objectives</b>	<ul style="list-style-type: none"><li>• By the end of module one, participants will be able to:</li><li>• Understand the role and importance of environmental journalism in Pakistan</li><li>• Grasp basic concepts and science behind climate change and its global impact</li><li>• Identify key environmental issues and challenges specific to Pakistan</li><li>• Learn effective techniques and best practices for reporting on climate and environmental issues</li><li>• Understand ethical considerations and responsibilities in environmental journalism.</li><li>• Analyze case studies of successful environmental journalism in Pakistan and internationally</li></ul>

## Topic 1: Understanding Pakistan's Climate Reality

This table provides a structured approach to the training module, ensuring that participants not only learn theoretical aspects but also actively engage in discussions and activities that enhance their understanding of environmental journalism in the context of Pakistan's diverse ecological zones.

## Understanding Environmental Journalism and Pakistan's Specific Ecological Zones and Local Perspectives

*(Facilitator presentation and individual reflection)*

Section	Details
<b>Purpose</b>	To introduce participants to the fundamentals of environmental journalism, including its importance and scope, and to familiarize them with Pakistan's various ecological zones and the unique environmental challenges and perspectives associated with each zone.
<b>Tool required</b>	Projector, laptop, whiteboard, markers, handouts on environmental journalism principles, maps of Pakistan's ecological zones, case studies, video clips of local environmental issues.
<b>Time</b>	180 minutes
<b>Instructions for facilitator</b>	<ol style="list-style-type: none"> <li>1. Begin with a brief introduction about the significance of environmental journalism.</li> <li>2. Provide an overview of the session objectives.</li> <li>3. Provide a brief introduction to Pakistan's ecological diversity and the relevance of understanding local perspectives in environmental reporting.</li> </ol>
<b>Activity instructions</b>	<p><b>Presentation:</b> Use the projector to present key concepts and principles of environmental journalism. Explain the different ecological zones in Pakistan using maps and slides. Highlight key environmental challenges for each zone.</p> <p><b>Group Discussion:</b> Divide participants into small groups to discuss the provided case studies and share their thoughts on the challenges and opportunities in environmental journalism.</p> <p><b>Discussion Questions:</b></p> <ol style="list-style-type: none"> <li>1. What are the key environmental issues you have observed in your local area?</li> <li>2. How do you think environmental journalism can impact public awareness and policymaking?</li> <li>3. What challenges have you faced while reporting on environmental issues?</li> <li>4. Can you share an example of a successful environmental story you reported on? What made it impactful?</li> </ol> <p><b>Video Clips:</b> Show video clips depicting environmental issues in different zones.</p> <p><b>Group Activity:</b> Assign each group a different ecological zone. Ask them to discuss and list the local environmental issues and potential reporting angles for their assigned zone.</p> <p><b>Discussion Questions:</b></p> <ol style="list-style-type: none"> <li>1. How do local cultural and socio-economic factors influence environmental issues in your assigned zone?</li> <li>2. What reporting strategies can you use to highlight these issues effectively?</li> <li>3. How can journalists collaborate with local communities to enhance environmental reporting?</li> </ol> <p><b>Presentation:</b> Have each group present their findings to the rest of the participants.</p> <p><b>Q&amp;A Session:</b> Conclude with a Q&amp;A session to address any questions or concerns.</p> <p><b>Discussion:</b> Facilitate a discussion on how understanding local perspectives can enhance environmental reporting.</p>

## Topic 2: Basics of Environment

This session covers basic ideas and definitions of environment, nature, climate change and associated terminologies to establish a common ground for discussing environmental reporting in Pakistan.

Facilitator role is to guide participants through an engaging and informative session. Begin by introducing the topic and its relevance to environmental reporting. Deliver a presentation or lead a discussion covering fundamental concepts such as ecosystems, biodiversity, natural resources, and human impacts on the environment. Use visual aids and examples to illustrate key points. Next, facilitate an interactive activity to reinforce learning and encourage participation. This could include a group brainstorming session, a quiz game, or a hands-on exercise. Start group discussion to jump deeper into the topic and allow participants to share their thoughts and insights. Summarize key points and highlight important takeaways before concluding the session. Encourage participants to reflect on what they have learned and apply it to their environmental reporting efforts.

### Group Activity 1: Understand the Difference

Climate Quest: Exploring the Weather, Climate, and Environment (Large group activity)	
<b>Purpose</b>	To understand the differences between weather, climate, and environment and their impacts on reporting.
<b>Tool required</b>	Flip chart paper, markers, sticky notes, projector (optional), printed handouts of definitions and examples, small prize for the winning team (Books or something).
<b>Time</b>	45 minutes
<b>Instructions for facilitator</b>	<ul style="list-style-type: none"><li>• Prepare definitions and examples of weather, climate, and environment.</li><li>• Arrange seating to facilitate group work.</li><li>• Ensure all materials are available.</li><li>• Divide participants into small groups.</li></ul>
<b>Activity instructions</b>	<p><b>Introduction (5 minutes):</b> Introduce the activity, its purpose, and explain the rules of the game.</p> <p><b>Handout Distribution (5 minutes):</b> Distribute printed handouts of definitions and examples.</p> <p><b>Group Brainstorming (10 minutes):</b> Each group discusses and writes down key points about each concept on sticky notes.</p> <p><b>Interactive Quiz Game (15 minutes):</b> Facilitate a quiz game where each group answers questions about weather, climate, and environment based on their discussions. Award points for correct answers.</p> <p><b>Group Presentation (5 minutes):</b> Each group presents their key points on flip chart paper.</p> <p><b>Facilitated Discussion (5 minutes):</b> Discuss the differences between weather, climate, and environment and their impacts on environmental reporting.</p> <p><b>Award Prize (5 minutes):</b> Announce the winning team based on the quiz game points and award a small prize.</p>

# Information for Facilitators on Activity 1

## Definition of Environment:

The environment encompasses the intricate web of interconnected ecosystems, natural resources, and living organisms that collectively sustain life on Earth. It includes the air we breathe, the water we drink, the land we inhabit, and the diverse array of plant and animal species with which we share our planet. The environment provides essential services such as climate regulation, nutrient cycling, and habitat provision, which are fundamental to human well-being and the functioning of ecosystems. However, the environment faces numerous threats, including pollution, habitat destruction, climate change, and loss of biodiversity. These threats pose significant risks to both ecosystems and human societies. Protecting and preserving the environment is essential for ensuring a sustainable future for all living beings.

## Weather

Weather refers to the short-term atmospheric conditions in a specific place at a specific time. It includes variations in temperature, humidity, precipitation, wind, and visibility over hours to days. For example, in Karachi, a city in Pakistan, weather conditions can change rapidly, experiencing a sudden shift from a sunny morning to an afternoon thunderstorm during the monsoon season.

## Climate

Climate, on the other hand, describes the long-term average of weather patterns over an extended period, typically 30 years or more, in a particular region. It encompasses the usual conditions and seasonal variations expected in an area. For instance, the climate of Quetta in Pakistan is characterized by hot summers and cold winters, with the region experiencing a semi-arid climate overall.

## Climate Change and Environmental Challenges in Pakistan

Climate change and environmental degradation pose significant challenges to Pakistan, impacting various facets of its environment, economy, and society. While climate change is a global issue, driven and exacerbated by industrialized nations often referred to as the 'Global North,' countries like Pakistan in the 'Global South' with a much lower socio-economic profile are among the most affected. Their limited resources also mean they are far less equipped to deal with the fallout of climate change, highlighting the need to effectively communicate the impacts and advocate for support.

Pakistan faces several specific climate-related challenges, including rising temperatures, which contribute to the melting of glaciers in the northern regions. This leads to increased risk of glacial lake outburst floods (GLOFs) and reduced water availability in the long term. The country also experiences more frequent and intense extreme weather events such as heatwaves, droughts, and heavy rainfall, leading to floods and landslides. These events cause loss of life, damage infrastructure, and disrupt livelihoods. Agriculture, a significant part of Pakistan's economy, is highly sensitive to climate variability. Changes in precipitation patterns and increased frequency of extreme events threaten crop yields and food security. Furthermore, climate change exacerbates water scarcity issues, affecting both surface and groundwater resources, impacting not only agriculture but also drinking water supplies and industrial activities. Coastal areas, particularly in the Sindh province, are vulnerable to sea-level rise and coastal erosion, threatening communities and ecosystems.

Environmental degradation poses a serious challenge. Rapid deforestation for timber, agriculture, and development reduces biodiversity, disrupts ecosystems, and contributes to carbon emissions. Air and water pollution from industrial, agricultural, and urban sources degrade natural resources and pose health risks to the population. Habitat destruction and overexploitation of natural resources lead to significant biodiversity loss, weakening ecosystem resilience. The dual challenge of climate change and environmental degradation complicates the pursuit of development goals that each country and the region as a whole have identified for themselves. Addressing these issues requires a multifaceted approach, including policy interventions, public awareness campaigns, and international cooperation to build resilience and ensure sustainable development.

### Topic 3: Strategies for Environmental Storytelling

Effective strategies and techniques for journalists to produce impactful environmental stories <i>(facilitator presentation)</i>	
<b>Purpose</b>	To equip journalists with effective strategies and techniques for producing impactful environmental stories.
<b>Tool required</b>	None
<b>Time</b>	30 minutes
<b>Instructions for facilitator</b>	<ul style="list-style-type: none"> <li>- Begin by emphasizing the importance of environmental storytelling in journalism and its potential to drive change.</li> <li>- Present an overview of the session, outlining the key strategies and techniques to be covered.</li> <li>- Use visual aids and examples to illustrate each strategy and technique, emphasizing their relevance and impact.</li> </ul>
<b>Activity instructions</b>	<p><b>Introduction:</b> Start with explaining the importance of environmental storytelling and its impact.</p> <p><b>Presentation:</b> Deliver a presentation on effective storytelling strategies for environmental journalism. Cover topics such as narrative structure, character development, humanizing the story, incorporation of data and stats, providing context and background, and emotional resonance.</p> <p><b>Group Discussion:</b> Facilitate a group discussion to explore different storytelling techniques and share examples of successful environmental stories.</p> <p><b>Sharing and Feedback:</b> Allow participants to share their story ideas with the group and provide constructive feedback.</p> <p><b>Conclusion:</b> Summarize key points and encourage participants to apply the strategies learned to their own environmental reporting.</p>

# Handout 1: Ethical Responsibilities & Research-Based Investigative Reporting

This handout serves as a guide to understanding the ethical responsibilities and research techniques essential for investigative reporting of climate issues. Use it as a reference to ensure your investigative work is both ethically sound and researched.

Investigative journalism plays a crucial role in uncovering truths, holding powerful entities accountable, and an informed public. However, the practice of investigative reporting comes with significant ethical responsibilities and requires rigorous research methods to ensure accuracy, fairness, and integrity.

## Ethical Responsibilities

### Accuracy

- Ensure all facts are thoroughly verified before publication.
- Use multiple sources to confirm information.
- Correct any errors promptly and transparently.

### Fairness

- Represent all sides of a story without bias.
- Give subjects of investigation a chance to respond to allegations.
- Avoid conflicts of interest and disclose any potential biases.

### Transparency

- Be clear about the sources of your information.
- Explain your methods and how you gathered your information.
- Be honest about what you do not know or cannot verify.

### Accountability

- Stand by your reporting and be prepared to defend it.
- Accept responsibility for any mistakes and take corrective action.
- Maintain a high standard of ethical behavior even under pressure.

### Respect for Subjects

- Treat all subjects with dignity and respect.
- Avoid invasive or harmful practices.
- Protect the privacy of vulnerable individuals when necessary.



## Research-Based Investigative Reporting

### Planning and Hypothesis

- Start with a clear research question or hypothesis.
- Define the scope and objectives of your investigation.
- Plan your research strategy and allocate resources efficiently.

### Gathering Information

- Use a variety of sources, including documents, interviews, and field observations.
- Access public records, databases, and archives for factual data.
- Build a network of reliable sources and informants.

### Data Verification

- Cross-check information from multiple sources.
- Use fact-checking tools and techniques to ensure accuracy.
- Be wary of misinformation and verify the credibility of your sources.

### Analysis and Synthesis

- Analyze the data to identify patterns, inconsistencies, and key findings.
- Synthesize information into a coherent narrative.
- Use visual aids like charts, graphs, and maps to illustrate complex data.

### Writing and Presentation

- Write a clear, concise, and compelling report.
- Use quotes and anecdotes to add depth and human interest.
- Provide context and background information to help readers understand the significance of your findings.

### Ethical Reporting

- Ensure your reporting adheres to ethical standards.
- Avoid sensationalism and respect the dignity of all individuals involved.
- Consider the potential impact of your reporting on individuals and communities.

### Standard Procedures

- **Confidentiality:** Protect the identities of your sources when necessary to prevent harm or retaliation.
- **Legal Awareness:** Be aware of the legal implications of your reporting, including libel and defamation laws.
- **Collaboration:** Work with colleagues, editors, and legal advisors to strengthen your investigation.

**Continuous Learning:** Stay updated with the latest investigative techniques and ethical guidelines through continuous professional development.

## Facilitator Notes:

In a diverse country like Pakistan, with a population exceeding 220 million, focusing solely on macro environmental issues is insufficient. It is essential to explore micro-level issues that affect every segment and sector of society. Emphasize the importance of micro-reporting in uncovering and projecting these localized environmental realities.

### Keep that in mind:

- Acknowledge the significant efforts and resources invested in training journalists on environmental and climate change reporting.
- Highlight the challenge posed by the legacy media's business model, which often prioritizes other topics over critical environmental issues due to perceived lower threat levels.
- Explain how digital media outlets and individual journalists can leverage this situation to claim a niche in environmental reporting.
- Explain how this training program equips journalists with the necessary knowledge, resources, and digital skills to fill this gap effectively.

### What Journalists Need to Do:

- Encourage journalists to break barriers both horizontally (across different regions and sectors) and vertically (from local to national and global perspectives).
- Stress the importance of all subject matter journalists incorporating environmental issues into their reporting, regardless of their primary beat.

### Opportunities in Pakistan's Ecological Regions:

Each ecological region in Pakistan presents unique opportunities for environmental reporting. Key areas of focus should include:

- **Exacerbation of Existing Environmental Challenges:** Identify and report on how pre-existing environmental issues are worsening.
- **Climate Change as a Threat Multiplier:** Explore how climate change amplifies other environmental and socio-economic problems.
- **Jurisdictional Overlaps and Limitations:** Investigate how overlapping jurisdictions and regulatory limitations impact environmental governance.
- **Emerging Environmental Challenges:** Highlight new environmental issues that are arising.
- **Extreme Heat:** Report on the effects of rising temperatures on communities and ecosystems.
- **Poor Air Quality:** Focus on the causes, effects, and solutions to deteriorating air quality.
- **Shifting Monsoon Patterns:** Examine the impact of changing monsoon patterns on agriculture, water resources, and livelihoods.
- **Sea Level Rise and Sea Intrusion:** Investigate the effects of sea level rise on coastal areas, including increased sea intrusion.

### Additional Tips:

- Reinforce the idea that effective environmental journalism requires a detailed, localized approach to uncover and report on the specific issues facing different regions and communities in Pakistan.
- Encourage participants to utilize their training and the tools provided in this sensitization session to become leaders in environmental reporting within their respective fields.
- Highlight the potential impact of their reporting on public awareness, policy changes, and environmental conservation efforts.

## Topic 4: Connecting the Dots: From Global to Local Environmental Reporting

By using this table, instructors can effectively guide participants through the process of understanding and reporting on environmental issues at different scales.

Sections	Details
<b>Purpose</b>	To help journalists understand how to connect global environmental issues to regional, national, and local contexts for more relevant and impactful storytelling.
<b>Tool required</b>	Flip chart paper, markers, projector, printed handouts with examples of global, regional, national, and local environmental issues.
<b>Time</b>	20 minutes
<b>Instructions for facilitator</b>	None
<b>Activity Instructions</b>	<p><b>Introduction:</b> Start by explaining the importance of understanding the interconnectedness of environmental issues at different scales. Highlight the relevance of global issues to local contexts and vice versa.</p> <p><b>Presentation:</b> Deliver a presentation on how to identify and connect global environmental issues to regional, national, and local contexts. Use examples and case studies to illustrate these connections. Discuss the impact of global issues on local communities and the role of local actions in addressing global challenges.</p> <p><b>Group Activity:</b> Divide participants into small groups and provide each group with a different environmental issue. Ask them to discuss and identify how this issue manifests at the global, regional, national, and local levels. Each group should note down their findings on flip chart paper.</p> <p><b>Group Presentations:</b> Have each group present their findings to the larger group. Encourage them to explain the connections they identified and the implications for storytelling.</p> <p><b>Conclusion and Q&amp;A:</b> Summarize the key points and encourage participants to think about how they can apply these insights to their own reporting. Open the floor for any final questions or comments.</p>

## Facilitator Notes:

These should be the part of your presentation when you're preparing to unpack this topic.

An overview of the key concepts:

- **Global Environmental Issues:** Discuss issues such as climate change, biodiversity loss, and pollution, highlighting their worldwide impact.
- **Regional and National Contexts:** Explain how these global issues affect specific regions and nations differently, influenced by factors like geography, economy, and policy.
- **Local Manifestations:** Elaborate how global and regional environmental issues play out at the local level, impacting communities, ecosystems, and individual lives.
- **Case Studies and Examples:** Use case studies and examples to demonstrate these connections. For instance, show how climate change leads to sea-level rise globally, which impacts coastal communities locally.

## Group Activity 2: Mind Mapping: Intersectionality of Climate Issues

This group activity encourages participants to actively engage with the concept of intersectionality in climate issues for a deeper understanding of the multifaceted nature of environmental challenges and how they intersect with various aspects of society.

<i>Section</i>	<i>Details</i>
<i>Purpose</i>	To help participants understand the complex and interconnected nature of climate issues by visualizing how various socio-economic, political, geographical, and other factors intersect with environmental challenges.
<i>Tool required</i>	Large cardboards, markers, sticky notes, colored pens, tape, example mind map, reference materials on climate issues.
<i>Time</i>	60 minutes
<i>Instructions for facilitator</i>	Explain the concept of intersectionality in the context of climate issues. Elaborate how different factors are interconnected. Provide a brief demonstration of how to create a mind map. Distribute materials and divide participants into small groups.



# International Best Practices for Environmental Journalism

Journalists worldwide adhere to these principles to maximize the impact of their environmental reporting.

## 1. Know your audience

More and more people understand that climate change is real, happening now, and caused by human activities. The depth of this knowledge, however, varies widely. Understanding audiences' beliefs and feelings about climate change helps journalists to deliver stories that resonate and build trust. So, meet audiences where they are — and keep listening for how their views might change as their exposure to the climate story increases. **See:** Yale Program on Climate Change Communication — '[Yale Climate Opinion Maps](#)' (US) and [International Public Opinion on Climate Change](#) (global)

## 2. Make the climate connection

Climate change is caused mostly by burning oil, gas, and coal, and is driving more extreme heat waves, droughts, storms, and sea-level rise. Yet these foundational facts are often missing from news coverage, leaving audiences misinformed. Making the climate connection — both to the causes and the consequences of climate change — is a must. And doing so doesn't need to distract from the rest of the story — a few well-chosen words can do the trick. **See:** CCNow's '[Your Guide to Making the Climate Connection](#)'

## 3. Remember, climate is a story for every beat

Climate change is the defining story of our time. Rising global temperatures affect everything — and in turn are affected by everything from government elections, corporate decisions, and other social forces. Good journalism, therefore, must not restrict climate coverage to the science and weather beats. No matter what your specialty is — politics, business, health, housing, education, food, national security, entertainment, sports, you name it — there are strong climate connections to highlight. **See:** CCNow's '[Covering Climate Across Beats](#)'

## 4. Humanize and localize the story

Climate change is a huge, global story, but, at its core, it's a story about ordinary people and their daily lives. Audiences want coverage that reflects this, including first-hand perspectives on how people are experiencing climate change and what they can do about it. But climate change manifests differently in different places, so it's vital that reporting illuminates the specific ways climate change unfolds locally.

## 5. Center climate justice

Marginalized groups generally suffer first and worst from heat waves, floods, and other climate impacts, yet their voices and stories are often omitted from news coverage. Good climate reporting highlights their travails and recognizes that sometimes they are innovators in the climate fight. Indigenous groups in particular have been environmental protectors for time immemorial, and their insights are critical for identifying climate solutions. **See:** CCNow's '[Climate Justice Reporting Guide](#)'

## 6. Know the science, but talk like a real person

Journalists should know the basics of climate science when covering this story, but take care to avoid jargon, a known turn-off to audiences. Accurate but simple and clear language is most likely to connect with audiences: For example, instead of a word like “biodiversity,” try “wildlife” or “nature.” **See:** CCNow's '[Climate Science 101](#)'

## 7. Tell the whole story, including solutions

Good climate reporting includes the solutions, not just the problem. A focus on negative stories not only leaves the public feeling overwhelmed and inclined to tune out, it also misrepresents reality. The fact is, there are many solutions to climate change — not only technological ones like wind and solar energy, but also political, economic, and cultural ones. Good solutions reporting is not activism or cheerleading; rather, it interrogates potential solutions in order to inform the public and policymakers about which ones deliver, and which ones don't.

See: CCNow and Solutions Journalism Network's '[Climate Solutions Reporting Guide](#)'

## 8. Treat activists like newsmakers

In some newsrooms there is a belief that covering activism is itself a form of activism or bias. That traditional mindset deserves a second look. Covering a protest, voter registration drive, or similar action does not make a journalist an activist any more than covering a football game makes them an athlete. Journalists should treat activists as newsmakers, holding them accountable and covering them with accuracy and fairness, just as we do with government and corporate officials.

## 09. Don't get spun

The relatively new climate beat can get complicated fast, so journalists should take extra care not to fall for spin. We know that politicians, CEOs, and other powerful interests always have an agenda — complete with pre-rehearsed talking points — when they speak to the press. (The fossil fuel industry's decades of peddling climate disinformation are an egregious case in point.) To avoid getting played, do your homework: Research their previous public statements, ask independent experts where the truth lies, and then don't be afraid to push back.

## 10. Do not platform climate denialists

Platforming climate deniers in an effort to “balance” our coverage not only misleads the public, but it is also inaccurate. In the year 2024, there is simply no good-faith argument against climate science. And if one accepts science, one cannot deny the need for rapid, forceful action. Stories or op-eds that dispute the scientific consensus, or ridicule climate activism, don't belong in news outlets. Where climate denialism cannot be avoided — if it comes from the highest levels of government, for example — responsible journalistic framing will make clear that it is counterfactual, if not rooted in bad faith. See: CCNow's '[It's Scientists Who Call it a Climate Emergency](#)'

## 11. Pick visuals carefully

When selecting imagery for climate stories, be sure that the photography represents the realities of global warming and the story at hand. Stories about extreme heat, for example, are better illustrated by images of frazzled people at a cooling center than by “fun in the sun” photos of beachgoers splashing in the waves.

## 12. Take care of yourself

Reporting on climate can be hard. Watching people and communities suffer from extreme weather and other climate impacts can be traumatizing. Bearing witness to unjust climate injuries, dismal scientific projections, and inadequate government action can lead to burnout and worse. So, seriously, take care of yourself. When you need a break, take it, and when you need help, get it.

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*Covering Climate Now (CCNow) helps journalists and newsrooms improve the caliber and prominence of their reporting through training, networking, collaboration, and more. Over [500 journalism outlets](#) from around the world have joined CCNow, including some of the biggest names in journalism — the Guardian, TIME, Al Jazeera English, Reuters, Bloomberg, Agence France-Presse, NBC, ABC, CBS News, and more — with scores of local and special interest publications.*

## Handout 3: Important Terms and Definitions in Environmental Science and Climate Change

This table provides foundational definitions that will help facilitators participants understand key concepts discussed in the training sessions.

Term	Definition
<b>Climate Change</b>	Long-term alteration in Earth's climate patterns, primarily due to human activities such as burning fossil fuels, deforestation, and industrial processes.
<b>Global Warming</b>	The gradual increase in Earth's average surface temperature due to the buildup of greenhouse gases in the atmosphere.
<b>Greenhouse Gases (GHGs)</b>	Gases that trap heat in the atmosphere, including carbon dioxide (CO <sub>2</sub> ), methane (CH <sub>4</sub> ), nitrous oxide (N <sub>2</sub> O), and fluorinated gases.
<b>Carbon Footprint</b>	The total amount of greenhouse gases emitted directly or indirectly by human activities, typically measured in equivalent tons of CO <sub>2</sub> .
<b>Sustainability</b>	Meeting the needs of the present without compromising the ability of future generations to meet their own needs, often through balanced environmental, economic, and social practices.
<b>Biodiversity</b>	The variety of life on Earth, including species diversity, genetic diversity, and ecosystem diversity, which is vital for ecosystem health and resilience.
<b>Deforestation</b>	The large-scale removal of trees from forests, leading to loss of biodiversity, disruption of water cycles, and increased atmospheric CO <sub>2</sub> levels.
<b>Renewable Energy (RE)</b>	Energy sourced from natural processes that are continuously replenished, such as solar, wind, hydro, and geothermal power.
<b>Mitigation</b>	Efforts to reduce or prevent the emission of greenhouse gases, aiming to minimize the pace and magnitude of climate change.
<b>Adaptation</b>	Adjustments in natural or human systems in response to actual or expected climatic stimuli, intended to moderate harm or exploit beneficial opportunities.
<b>Resilience</b>	The capacity of an ecosystem or community to recover from disturbances or withstand ongoing pressures, ensuring long-term sustainability.
<b>Ecosystem Services</b>	Benefits humans obtain from ecosystems, including provisioning services (food, water), regulating services (climate regulation), supporting services (nutrient cycling), and cultural services (recreational, spiritual).

<b>Carbon Sequestration</b>	The process of capturing and storing atmospheric CO <sub>2</sub> , typically through biological processes in forests, soils, and oceans, or technological means.
<b>Ecological Footprint</b>	A measure of human demand on Earth's ecosystems, representing the amount of natural capital used by a person, population, or activity.
<b>Environmental Justice</b>	A social movement and field of study that examines and addresses the fair distribution of environmental benefits and burdens across different social groups.
<b>Glacial Lake Outburst Flood (GLOF)</b>	A sudden release of water from a glacial lake, often caused by the melting of glaciers, posing risks to downstream communities and infrastructure.
<b>Urban Heat Island Effect</b>	The phenomenon where urban areas experience higher temperatures than their rural surroundings due to human activities and built environments.
<b>Climate-Sensitive Diseases</b>	Diseases whose occurrence and spread are influenced by climate conditions, such as malaria, dengue, cholera, and heat-related illnesses.

## End-of-Day Output Task

This table helps in structuring the end-of-day output tasks session, ensuring that participants can effectively apply their learnings and receive constructive feedback.

Component	Details
<b>Purpose</b>	To apply the day's learnings by identifying and outlining stories across various scopes (global, regional, national, provincial, local) and determining the best medium for each, followed by peer critique and feedback.
<b>Tool required</b>	Flip charts, markers, sticky notes, laptops/tablets, projector, screen, internet access.
<b>Time</b>	30 minutes
<b>Instructions for facilitator</b>	None

## Activity Instructions

### Identify and Outline Stories:

- **Global Issues:** Discuss and outline stories that address global environmental challenges and solutions.
- **Regional Matters:** Focus on regional environmental trends and their implications.
- **National Developments:** Identify national policies, initiatives, or events related to the environment.
- **Provincial Affairs:** Outline stories specific to the province, highlighting local issues and actions.
- **Local Concerns:** Pinpoint community-level environmental stories with direct local impact.

### Determine the Appropriate Medium:

- For each story outlined, decide the most effective medium for its presentation (e.g., print, online article, video documentary, social media post, podcast).

### Present and Critique:

- Each group presents their outlined stories and chosen mediums.
- Encourage constructive feedback from peers, focusing on story clarity, relevance, and medium suitability.
- Summarize key takeaways and areas for improvement.

### Questions for Facilitator to Ask:

- What are the key environmental issues that need more attention at each level?
- How can we ensure the stories are engaging and informative for the target audience?
- What are the potential challenges in reporting these stories, and how can they be overcome?

# Module Two: Digital Content Creation & Production

## Introduction

In today's rapidly evolving media landscape, the ability to create compelling digital content is essential for effective communication and engagement. This module is designed to equip facilitators with the skills and knowledge necessary to guide participants in producing high-quality digital content that captures the attention of their audience and conveys important information in a clear and impactful manner.

Throughout this module, you will lead participants in exploring the fundamentals of digital content creation, including best practices for storytelling, the use of multimedia elements, and strategies for optimizing content for various digital platforms. Facilitators will demonstrate how to leverage tools and techniques to enhance content's visual and interactive appeal, making it more engaging and shareable.

We will also discuss the production aspects, covering the entire process from conceptualization to execution. This includes planning, scripting, filming, editing, and publishing content. By the end of this module, participants will have a comprehensive understanding of the digital content production workflow and be able to create professional-grade content that meets the needs and expectations of their audience.

Our focus will be on practical, hands-on learning, with numerous opportunities for participants to apply what they have learned through exercises and projects. Facilitators will ensure that by the end of this module, participants are well-prepared to produce compelling digital content that not only informs and educates but also inspires and motivates their audience to take action.

<b>Purpose</b>	Equip facilitators with the skills and knowledge necessary to guide participants in producing high-quality digital content that captures audience attention and conveys information clearly and impactfully.
<b>Tools required</b>	Computers with internet access, digital cameras or smartphones, video editing software, multimedia projectors, flip charts, markers, handouts on storytelling and digital content best practices.
<b>Time</b>	2 hours and 15 minutes
<b>Instructions for facilitator</b>	- Highlight the key components of the module. <ol style="list-style-type: none"><li>1. Introduction to Digital Content Creation</li><li>2. Storytelling Fundamentals</li><li>3. Multimedia Elements and Content Optimization</li><li>4. Content Planning and Scripting</li><li>5. Filming, Production and Editing Techniques</li><li>6. Publishing and Distribution</li><li>7. Hands-on Learning Activities</li><li>8. Ethical Considerations and Fact-Checking</li></ol>

<b>Learning Objectives</b>	<ol style="list-style-type: none"> <li>1. Participants understand the fundamentals of digital content creation.</li> <li>2. Learn best practices for storytelling in a digital context.</li> <li>3. Explore the use of multimedia elements to enhance content.</li> <li>4. Participants develop skills for planning, scripting, filming, editing, and publishing digital content.</li> <li>5. Gain practical experience through hands-on exercises and projects.</li> </ol>
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## Topic 1: Elements of Good Online Content

Creating content for digital platforms is fundamentally different from producing content for mainstream media. The first step in this process is to identify topics that will appeal to the targeted audience. Next, create content related to these chosen topics in either written or visual formats. The key to success is making the content engaging by presenting information in an appealing form, such as a blog, video, infographic, or other creative formats.

Elements of Good Online Content	
<b>Purpose</b>	To educate participants on the essential elements that constitute high-quality online content.
<b>Tools required</b>	Laptops, digital gadgets, internet access, projector, multimedia presentation software, examples of good online content (videos, articles, social media posts), handouts on content elements.
<b>Time</b>	30 minutes
<b>Instructions for facilitator</b>	This session will involve distribution of the handouts below, and a very concise discussion on understanding the characteristics of good online content. Identification of key elements that make content engaging and shareable.
<b>Activity Instructions</b>	<p><b>Introduction:</b> Start with an overview of why good online content is crucial for engagement and communication.</p> <p><b>Presentation:</b> Use multimedia slides to explain each element of good content, including clarity, relevance, engagement, multimedia use, and text optimization.</p> <p><b>Examples and Discussion:</b> Show examples of successful online content and discuss with participants what elements are present and why they work.</p> <p><b>Wrap-Up:</b> Summarize the key points and encourage participants to apply these elements in their own content creation efforts.</p>

## Handout 04: Elements of Good Online Content

Element	Description	Benefit
<b>A Catchy Title</b>	The title of your story should be catchy and clear. Include relevant keywords to enhance searchability online.	Increases searchability
<b>Composition &amp; Use of Keywords</b>	The composition of the content depends on its topic. You can vary your style from the inverted pyramid to postponed effect based on the topic. Add keywords to optimize the article for search engines.	Enhances readability and relevance
<b>Visual Pointing</b>	The story should be easy to scan and read. Use bold text for key sentences, phrases, or words to draw attention to significant information.	Draws attention to significant information
<b>Multimedia Effect</b>	Use a combination of different formats such as text, video, audio, infographics, and illustrations to make your content interesting and appealing.	Increases engagement
<b>Linking Techniques</b>	Offer additional, relevant content to your audience through links. This saves time in explaining the background and enriches the story.	Enriches the story, saves explanation time
<b>Tagging</b>	Use tags in your article that your target audience may use to search for information. Use five to seven tags per story to improve its visibility on search engines.	Improves search engine visibility
<b>Text Optimization</b>	Optimize your text by using tags at the end of the text and keywords in the title and body.	Improves search engine positioning, making content more discoverable
<b>Remember:</b> High-quality online content is a blend of engaging titles, keyword-rich text, visual appeal, multimedia elements, effective linking, appropriate tagging, and overall text optimization. By following these elements, you can create content that captures attention, informs, and engages your audience.		

## Topic 2: Storyboarding and Digital Production

Storyboarding is an essential tool for planning and visualizing your project. It helps ensure clarity, structure, and effective storytelling, making the production process smoother and more efficient. Encourage participants to actively engage in the storyboarding process, embrace feedback, and continuously refine their work for the best possible outcome.

Storyboarding	
Purpose	To equip participants with the skills to effectively storyboard and produce digital content.
Tools required	Whiteboard, markers, sticky notes, storyboarding templates, projector, computer with editing software.
Time	30 minutes
Instructions for facilitator	Introduce the concept and importance of storyboarding in digital production and distribute storyboarding templates and materials.
Activity Instructions	Facilitator should begin with a brief lecture on the basics of storyboarding and its role in digital content creation. Show examples of effective storyboards and discuss key elements. Divide participants into small groups and assign them a digital content project. Each group creates a storyboard for their project using the provided templates. Groups present their storyboards, and facilitator provides feedback.

## Facilitator Notes: Storyboarding

Storyboarding is a crucial step between ideation and creation for films, digital content, and other mediums that require detailed planning of scenes. It serves as a visual outline of your project, whether it's a short film, feature film, or animation. This process is integral to the preproduction phase and consists of a series of images that depict everything that will occur in the final piece.

## What Is a Storyboard?

A storyboard is a sequence of drawings or images that represent the shots planned for a film or animation. Each image on the storyboard represents a key moment or camera angle, guiding the production team through the entire process of creating the piece.

## Benefits of Storyboarding

It helps solve various problems related to clarity, structure, and conceptual coherence. It enables creatives to visualize and refine their stories before actual production begins. This method is widely used by studios and filmmakers to ensure that their narratives are well-structured and effectively communicated.

## Tips for Creating a Storyboard:



**Draw Your Blank Thumbnails:** Begin with empty panels where you will sketch your scenes.



**Add Your Title Scene Name, Image Action:** Label each panel with the scene name and a brief description of the action.



**Start Sketching:** Begin drawing the key moments or camera angles for each scene.



**Critically Assess and Adjust:** Review your sketches, making necessary adjustments to improve clarity and flow.



**Start Production:** Once the storyboard is complete and approved, proceed with the production phase.

## Watch this Storyboard Tutorial:

For a comprehensive guide on storyboarding, watch this tutorial:  
<https://www.youtube.com/watch?v=6aTnEanlXBk>

## Strategy Tips:

- **Graphic Novelization:** Think of the storyboard as the graphic novelization of your script. Each panel should represent a new camera angle or key moment in the action.
- **Economical Coverage:** The goal of storyboarding is to ensure you capture all necessary shots on set in a way that allows for coherent and exciting storytelling in the editing room, while being economical.
- **Define Your Characters:** Understand your characters by asking fundamental questions such as: Who is your character? What do they want? What actions do they take to achieve their goals? What do they ultimately achieve?
- **Organize Action Sequences:** Good storyboards are particularly useful for directing complex action sequences. They help organize the shots list and ensure all necessary elements are covered.
- **Think Beyond the Page:** While the surface of a character is described in line or shape, the deeper essence is conveyed through the character's emotions and actions. Engage with what the character can emote and convey.
- **Embrace Feedback:** Feedback is invaluable. It's often easier to see flaws in others' work, and providing feedback can offer new perspectives on your project.

## Topic 3: Introduction to Mobile Journalism

By the end of this session, participants will have a solid understanding of mobile journalism and its applications in climate reporting. They should feel confident in using their smartphones to create high-quality videos that effectively communicate important environmental stories. Encourage participants to continue practicing and experimenting with mobile journalism to enhance their skills further.

### Introduction to Mobile Journalism - Videography, Framing, Tools, and Applications useful for climate reporting

<b>Purpose</b>	To equip participants with the skills and knowledge to effectively use mobile journalism for climate reporting.
<b>Tools required</b>	Smartphones, tripods, microphones, mobile journalism apps (e.g., Filmic Pro, Adobe Premiere Rush), notepads, pens.
<b>Time</b>	45 minutes
<b>Instructions for facilitator</b>	Elaborate and brief the concept and importance of mobile journalism, particularly for climate reporting. Ensure all participants have access to the required tools and applications. Prepare examples of effective mobile journalism videos to demonstrate key techniques.
<b>Activity Instructions</b>	Begin with a brief lecture on the basics of mobile journalism, including its advantages and limitations. Discuss the fundamentals of videography and framing, with examples. Introduce various tools and applications useful for mobile journalism and climate reporting. Conduct a hands-on activity where participants practice filming and framing using their smartphones. Review and critique the videos created by participants, providing constructive feedback.

## Facilitator Notes:

### Introduction

Mobile journalism (MoJo) is an emerging form of new media storytelling where reporters use mobile devices to capture, edit, and share news stories. This method is particularly valuable for climate reporting due to its accessibility, affordability, and ability to quickly disseminate information. In this session, you will guide participants through the essentials of mobile journalism, focusing on videography, framing techniques, and the most effective tools and applications for reporting on climate issues.

## Key Points to Cover

### 🎯 Concept and Importance of Mobile Journalism:

Explain the concept of mobile journalism and its growing relevance in today's media landscape. Emphasize the benefits of MoJo, including portability, immediacy, and cost-effectiveness. Discuss why MoJo is particularly suitable for climate reporting.

### 🎯 Basics of Videography:

Cover the fundamentals of shooting video with a smartphone. Discuss important aspects such as resolution, frame rate, and lighting. Highlight common mistakes to avoid, such as shaky footage and poor audio quality.

### 🎯 Framing Techniques:

Explain the rule of thirds and how to use it to compose more visually appealing shots. Discuss different types of shots (wide, medium, close-up) and their uses in storytelling. Provide tips on maintaining visual interest and clarity in videos.

### 🎯 Tools and Applications:

Introduce essential tools such as tripods, microphones, and gimbals that enhance mobile journalism. Review mobile applications useful for filming, editing, and sharing content, such as Filmic Pro for filming, Adobe Premiere Rush for editing, and various social media apps for distribution. Provide a brief demonstration of how to use these tools and apps effectively.

### 🎯 Practical Activity:

Conduct a hands-on activity where participants use their smartphones to practice videography and framing. Guide them through setting up their shots, considering lighting, and ensuring good audio quality. Encourage creativity and experimentation with different techniques.

### 🎯 Review and Feedback:

Review the videos created by participants during the practical activity. Provide constructive feedback, focusing on strengths and areas for improvement. Encourage peer feedback to foster a collaborative learning environment.

## Some Useful Tips

**Prepare in Advance:** Ensure all technical equipment is functioning properly and all necessary apps are installed on participants' devices.

**Engage Participants:** Encourage questions and discussions to make the session interactive.

**Provide Real-World Examples:** Show examples of effective mobile journalism in climate reporting to inspire participants.

**Be Supportive:** Offer assistance and guidance throughout the hands-on activity to ensure all participants are comfortable with the tools and techniques.

## Handout 05: Professional Kit for MoJo

Although a single smartphone and professional techniques are sufficient to start mobile journalism (MoJo), it is advisable to invest in a professional kit at later stages. This will enhance your journalistic experience and improve the quality of your media content. A professional MoJo kit is essentially a fully equipped, high-definition, broadcast-quality, multi-media mobile studio suitable for both novices and professionals.

### Mandatory Kit Items

Professionals recommend including the following items in a professional MoJo kit:

#### Smartphone

The iPhone 6s Plus scored 81 percent in a recent review by Australia's Choicemagazine. Apple still sells and supports this model. It films in 4K. Has a lot of memory storage. It has a coveted mic/headphone jack and supports the widest range of accessories



#### Protective Cover

If you buy a protective or durable phone case, you need to make sure you continue to use it. You must buy a cover that is shatterproof and drop-proof at the same time. This not only eliminates hindrance in work but also adds to the life of the device.



#### Lenses

Smartphone cameras are amazing, but they are still limited, especially when it comes to their small lenses. Add-on lenses can help to improve video quality in certain circumstances. A wide range of telephoto, wide, and macro external lenses for smartphones are now available from manufacturers like Olloclip, Exolens, Moment, and Moondog. These typically attach to the phone via an external mount or with a clip that snaps onto the phone, and some brands allow you to attach ND filters.



#### Clip microphone

Also known as lapel or lavalier microphones – are ideal for recording interviews in noisy or windy areas. The microphone attaches to your interviewee's clothing, and the other end plugs into your phone. Widely used microphones include the Rode Smartlav and the Boya BY-M1. These microphones have a 3.5mm jack, so if your phone does not have a 3.5mm port, you will need an adaptor. You can also buy clip microphones with lightning jacks for iPhone 7 and above – like the Sennheiser Clip Mic.



### Extension cords

For medium shots or for filming from a distance greater than one meter, you should plug your clip-microphone into an extension cord like the Rode SC1. This extension cord works with both Rode Smartlav and Boya BY-M1 microphones.



### Tripod

Using a tripod will give you the stable video footage and sharper photos. Many mojos use a robust tripod like the Manfrotto BeFree, but because you do not need to support a heavy TV camera or DSLR, an inexpensive lightweight tripod will also give great results



### Extra Batteries

Battery life is different for every smartphone and there are a lot of options when it comes to portable power banks. An Extra battery pack should always be kept handy unless you want to be at the scene of a great story with zero battery on your phone. It is recommended to carry a 20000mAH power bank to charge your mobile phone in-case the battery drains at a considerably higher rate



### Gimbal

A gimbal is not a mojo essential but can be useful. A gimbal combines a smartphone mount with a motorized grip. It keeps the phone camera pointing at an object being filmed while you move around. Popular brands include DJI, FeiyuTech, Movi, Zhiyun, and LanParte. Many gimbal mounts cover the phone's microphone socket, so you may need to record audio using a second phone or external recording device. Two gimbals that do not cover the microphone port are the LanParte HG-01, and the Feiyu-Tech G6 Plus



### Hard drives/USB drives

For extra storage use a cloud service combined with an external hard drive, a flash drive. There are many different brands, but two basic types. The lightning version for iOS devices (one example is iXpand by Sandisk) and a WiFi version that works across platforms (Airstash by Maxell). Preferably the hard drive should be in TeraBytes and USB in GigaBytes



# Presentation Material:

## Essential Tools for Digital Content Production

In the fast-paced world of digital content production, utilizing the right apps can significantly enhance the quality of your photos and videos. This handout provides a comprehensive list of the best apps for shooting, photo editing, and video editing for both Android and iOS platforms.

Apps for Shooting	
Mobile Camera Apps	Simple Video editing apps
<ul style="list-style-type: none"> <li>○ Native Camera App</li> <li>○ Protake (Free – Android &amp; IOS)</li> <li>○ Open Camera (Free – Android Only)</li> <li>○ Filmic Pro (iPhone/Android – License application and design specially for Journalists and Filmmakers)</li> <li>○ LU Smart (iPhone/Android – License for live, Save/Store in camera roll options)</li> </ul>	<ul style="list-style-type: none"> <li>○ Quik (iOS / Android)</li> <li>○ Inshot (iOS / Android)</li> <li>○ Animoto (iOS / Android)</li> <li>○ Apple Clips (iOS)</li> <li>○ Splice (iOS)</li> <li>○ Enlight VideoLeap (iOS)</li> <li>○ CuteCut (iOS / Android)</li> <li>○ Movie Maker (Android)</li> <li>○ Vlogit (iOS / Android)</li> <li>○ VideoShop (iOS / Android)</li> </ul>

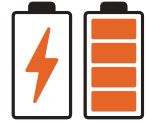
Best Photo Editor Apps	
Android	iOS
<ul style="list-style-type: none"> <li>○ Adobe photo express</li> <li>○ Snapseed</li> <li>○ Aviary</li> <li>○ AirBrush</li> <li>○ Bonfire Photo Editor Pro</li> <li>○ Cupslice Photo Editor</li> <li>○ Fotor Photo Editor</li> <li>○ LightX Photo Editor</li> <li>○ Photo Director</li> </ul>	<ul style="list-style-type: none"> <li>○ Adobe photo express</li> <li>○ Snapseed</li> <li>○ VSCO</li> <li>○ Camera+</li> <li>○ Cortex Camera</li> <li>○ Enlight</li> <li>○ TouchRetouch</li> <li>○ SKRWT</li> <li>○ Superimpose.</li> </ul>

Best Video Editor Apps	
Android	iOS
<ul style="list-style-type: none"> <li>○ KineMaster</li> <li>○ ActionDirector</li> <li>○ Adobe Premiere Clip</li> <li>○ FilmoraGo</li> <li>○ Funimate Video Effects</li> <li>○ Movie Maker</li> <li>○ Filmmaker Power Director</li> </ul>	<ul style="list-style-type: none"> <li>○ iMovie</li> <li>○ Luma Fusion</li> <li>○ KineMaster</li> <li>○ Inshot</li> <li>○ Videoshop</li> <li>○ Splice</li> <li>○ Cameo</li> <li>○ Quik</li> <li>○ Video Crop</li> <li>○ Magisto</li> </ul>

## Facilitator Notes:

Before participants begin shooting their videos, it's essential to go through a checklist to ensure a smooth recording process. Here are the key points to cover:

- **Minimize External Noise:** Encourage participants to use foam windshields to reduce wind noise and shoot in well-lit areas to avoid grainy footage.
- **Check Battery:** Remind participants to check the battery level of their devices and consider using third-party apps to monitor battery health.
- **Put the Mobile Phone on Airplane Mode:** Emphasize the importance of avoiding interruptions during recording by switching their phones to airplane mode.
- **Check Available Memory:** Highlight the need to ensure sufficient storage space for recording, whether through memory cards or cloud storage options.
- **Clean Lens:** Stress the significance of a clean lens for clear and unobstructed footage, suggesting the use of moistened cleaning wipes or a quick wipe with a shirt.
- **Check the Background:** Remind participants to survey the background of their shots, avoiding any distracting elements or text that may detract from the subject.
- **Do a Test Recording:** Encourage participants to conduct a test recording to ensure everything is functioning correctly, including audio quality and device performance.



## Additional Tips for Facilitators:

- **Apps for Manual Control:** Introduce participants to apps that offer manual control over focus, exposure, white balance, and other important features. Examples include Cinema 4K for Android and ProShot for iOS/Android.
- **Camera Settings:** Explain how participants can adjust camera settings on their smartphones, such as resolution and frame rate options. Highlight common settings like 1080p at 30, 24, or 60 frames per second, and guide them on accessing these settings in their device's camera app.
- **Test Mic Level:** Encourage participants to test their microphone levels to ensure optimal audio quality and avoid distortions. Recommend using applications that assist in optimizing microphone performance.
- **Test Light:** Advise participants on considering lighting conditions when filming, especially on sunny or partially cloudy days. Suggest filming indoors with proper lighting to avoid shadows or silhouettes caused by bright light sources behind the subject.



- **Keep Phone Horizontal:** Emphasize the importance of holding the smartphone horizontally (landscape mode) while filming to ensure compatibility with standard resolutions and full-screen viewing.



- **The Shot that makes the Sequence:** Introduce the concept of a five-shot sequence, including close-ups of hands and faces, medium shots, and over-the-shoulder shots. Explain the benefits of shot sequences in promoting continuity and adding professional polish to videos.



- **Stabilize the Camera:** Stress the importance of camera stability and recommend using camera stabilizers or mounts to prevent unwanted camera movement or shake, especially for handheld filming.



- **Manual Zoom:** Guide participants on using manual zoom controls to manipulate settings and produce desired images. Encourage exploration of manual shooting capabilities within the camera app to enhance creative control over video recordings.



## Group Activity 3: Practicing Digital Content Production (Hands on Activity) – Making Short Videos and Editing

As the facilitator your role is to guide participants through the process of creating short videos and editing digital content. Ensure that participants understand the objectives of the activity and are equipped with the necessary tools and resources to effectively execute their projects.

Section	Details
<b>Purpose</b>	To provide participants with hands-on experience in creating short videos and editing digital content for enabling them to apply their digital storytelling skills.
<b>Tool required</b>	Cameras/smartphones with video recording capabilities, tripods (optional), laptops/desktops with video editing software (e.g., Adobe Premiere Pro, Final Cut Pro, iMovie), internet access, external microphones (optional).
<b>Time</b>	60 minutes
<b>Instructions for facilitator</b>	Begin by explaining the importance of video content in environmental journalism and its potential impact. Provide a brief overview of video production techniques and basic editing principles. Demonstrate how to use video recording equipment and editing software. Assign participants to small groups and guide them through the activity. Circulate among groups to provide assistance and answer questions.
<b>Activity Instructions</b>	<p><b>Planning and Storyboarding:</b> Each group selects an environmental issue or story to focus on. Brainstorm and outline the key elements of the story, including the message, visuals, and narration. Create a storyboard outlining the sequence of shots and scenes.</p> <p><b>Filming:</b> Using cameras or smartphones, participants film footage related to their chosen story, ensuring to capture diverse angles and perspectives. Encourage creativity and experimentation with camera techniques and composition. Remind participants to record high-quality audio using external microphones if available.</p> <p><b>Editing:</b> Transfer the recorded footage to laptops/desktops and import it into video editing software. Arrange the footage according to the storyboard, adding transitions, titles, and effects as needed. Edit audio tracks, including narration and background music, to enhance the storytelling. Ensure the final video aligns with the intended message and effectively communicates the environmental issue.</p> <p><b>Review and Feedback:</b> Each group presents their completed video to the rest of the participants. Encourage constructive feedback on aspects such as storytelling, visuals, editing, and overall impact. Facilitate a discussion on the challenges and successes encountered during the video production process. Summarize key learnings and insights gained from the activity.</p>

## Topic 4: Ethical Guidelines of Content Creation

By the end of this session, participants will have a solid understanding of mobile journalism and its applications in climate reporting. They should feel confident in using their smartphones to create high-quality videos that effectively communicate important environmental stories. Encourage participants to continue practicing and experimenting with mobile journalism to enhance their skills further.

Ethical Guidelines of Content Creation	
<b>Purpose</b>	Familiarize participants with ethical considerations in content creation and explore practical strategies for upholding ethical standards.
<b>Tools required</b>	None
<b>Time</b>	30 minutes
<b>Instructions for facilitator</b>	Begin by explaining the importance of ethics in content creation and its impact on audience trust and credibility. Introduce each key ethical principle and facilitate discussions to ensure participants understand their significance. Present ethical dilemmas scenarios and encourage participants to analyze and discuss the ethical implications. Provide practical strategies for maintaining ethical standards and fostering trust with audiences. Conclude by summarizing key takeaways and reinforcing the importance of ethical content creation.
<b>Activity Instructions</b>	Begin with a brief lecture on the basics of mobile journalism and digital content production including its advantages and limitations. Discuss the fundamentals of videography and framing, with examples. Introduce various tools and applications useful for mobile journalism and climate reporting.



## Topic 5: Strategy of Digital Content Dissemination

Component	Details
<b>Purpose</b>	To equip participants with the knowledge and skills necessary to effectively distribute digital content across various platforms, ensuring maximum reach and engagement.
<b>Tools Required</b>	Laptop/Computer with internet access. Presentation software (e.g., PowerPoint). Content management system (CMS). Social media management tools (e.g., Hootsuite, Buffer). Analytics tools (e.g., Google Analytics, Social Media Insights)
<b>Time</b>	60 minutes
<b>Instructions for Facilitator</b>	Begin with a brief introduction to the importance of digital content dissemination in today's media landscape. Discuss various digital platforms and channels available for content distribution (social media, blogs, email newsletters, video platforms, etc.). Explain the concept of audience segmentation and the importance of tailoring content for different audience groups. Demonstrate the use of content management and social media management tools to schedule and distribute content. Introduce analytics tools and explain how to measure the effectiveness of content dissemination strategies.
<b>Activity Instructions</b>	<b>Group Discussion:</b> Divide participants into small groups and ask them to discuss the digital platforms they currently use for content dissemination and any challenges they face. <b>Case Study Analysis:</b> Provide a case study of a successful digital content dissemination campaign. Ask participants to analyze the strategies used and identify key elements that contributed to its success. <b>Hands-On Practice:</b> Guide participants through setting up a content dissemination plan using a CMS and social media management tool. Encourage them to schedule posts and analyze the potential reach and engagement. <b>Q&amp;A Session:</b> Open the floor for questions and encourage participants to share their insights and experiences with content dissemination. <b>Wrap-Up and Reflection:</b> Summarize the key points covered in the session and ask participants to reflect on how they can apply these strategies to their own content dissemination efforts. Encourage them to set specific goals for improving their content distribution.

# Handout 06: Effective Strategies for Social Media Dissemination

In the fast-paced world of digital media, journalists rely on effective strategies to quickly disseminate content and reach a wider audience. Producing High-quality content and employing smart structuring techniques are crucial for capturing the attention of digital and social media users. Content presented in numbered lists, bullet points, and clear headers is easily digestible and helps highlight key information points. Here are some key strategies to enhance the visibility and impact of your content across various social media platforms.



Type of content	Anything	Pictures, Stories, and Videos	Text and Mini Video	Text, Photos, and Pictures	Videos	Mini Videos	Text, Picture, and videos
Ideal Caption	50 Words	138-150	240-259	1000 characters	100	30 Characters	100 Characters
Characters Limit	63,206	2200 Characters	280 Characters	1300	5000 Characters	150 Characters	500 Characters
HashTag Limit	N/A	30 Hashtags	280 Characters	No Limit	100 Hash Tags	Up to 289	200,000
Postings per post	Up to 5000	10 Pic/Vid per post	4 Pic/Video per tweet	9 Pic/Video	12 Hours/ 256 GB per day	1 Video	2000 Boards
Video Story	60 Seconds	60 Seconds	N/A	20 Seconds	15 Seconds	N/A	N/A
Video Post	240 Minutes	60 minutes	N/A	15 minutes	12 Hours	1 Minute	15 Minutes
Live	8 hours	4 Hours	N/A	4 hours	12 hours	1 Hour	N/A
Post per day	25	100	730	100	12 hours of video or 256 GB	~	100

# Handout 07: Top Tips for Effective Digital Media Posting

Effective digital media posting involves understanding your audience and tailoring your content to their interests, using eye-catching visuals to grab attention, keeping your messages concise and authentic, utilizing relevant hashtags to increase discoverability, encouraging engagement through questions and polls, maintaining a consistent posting schedule, and analyzing performance metrics to refine your strategy.

Here are some tips for digital media posting



	Facebook	Instagram	Twitter	LinkedIn	YouTube	Tik Tok	Pinterest
Ideal video Length	15 Seconds – 3 Minutes	2 – 5 Minutes	Max 140 Seconds and 43 – 45 Seconds	30 Seconds or less	15 Minutes	60 Seconds (best performance time is 9 – 15 Seconds)	6 – 15 Seconds
Best time to post	8:00 AM to 12:00 PM on Tuesdays and Thursdays.	11:00 AM on Wednesdays	8:00 AM on Mondays and Thursdays	9:00 AM on Tuesdays and Wednesdays	Saturday and Sunday, 9 AM and 11 AM	12 PM – 07 PM	Fridays and Saturdays in the late hours between 08 PM – 11PM
Best post length (caption)	40 – 50 Characters for the general post	125 Characters	For tweet: 71 – 100 Character, Caption to Picture or Video 23 Character	140 Character	Up to 70 Character	3 Character per hashtag	70 – 100 characters
Per day Post	Once-daily, maximum 2 posts per day	once a week. Better: 3 times a week. Optimal: once or twice a day.	once a day. Better: 3 – 6 tweets a day. Optimal: 15-23 tweets a day.	At least twice a week, Post in the morning	3 Videos a week	3 times per day	5 Pins per day

# Module Three: Digital Marketing and Monetization

## Introduction

This module is designed to equip journalists and digital content producers with essential skills and knowledge to effectively leverage digital marketing strategies and monetize their content. Participants will learn to navigate the digital landscape, engage with audiences, optimize content for various platforms, and monetize their work through diverse revenue streams. By mastering these techniques, participants will enhance their storytelling capabilities and ensure their work remains financially viable in the competitive world of digital media.

Introductory Session	
<b>Purpose</b>	To provide participants with the skills and knowledge needed to effectively market and monetize digital content.
<b>Tools required</b>	Computers or tablets, internet access, digital marketing software (e.g., Google Analytics, social media platforms), and content management systems.
<b>Time</b>	15 minutes
<b>Instructions for facilitator</b>	Introduce the module and its objectives. Provide an overview of digital marketing strategies. Demonstrate the use of various digital tools and platforms. Encourage participants to engage in discussions and share their experiences. Provide feedback and guidance throughout the sessions.
<b>Learning Objectives</b>	By the end of this session, Participants will learn about:  The digital landscape of Pakistan and its relevance to journalism. Learn to engage and grow audiences through effective digital marketing strategies. Gain proficiency in optimizing content for various digital platforms. Explore diverse revenue streams and learn how to monetize digital content. Develop a comprehensive digital marketing and monetization plan.

## Facilitator Notes for Objectives of the Session

Encourage open discussion and the sharing of personal experiences to enrich learning. Provide real-world examples and case studies to illustrate key points and use multimedia resources to enhance the sessions. Facilitate group activities and practical exercises to reinforce learning objectives, also provide constructive feedback and support throughout the sessions to ensure participants achieve the desired outcomes.

## Topic 1: Introduction to Digital Marketing

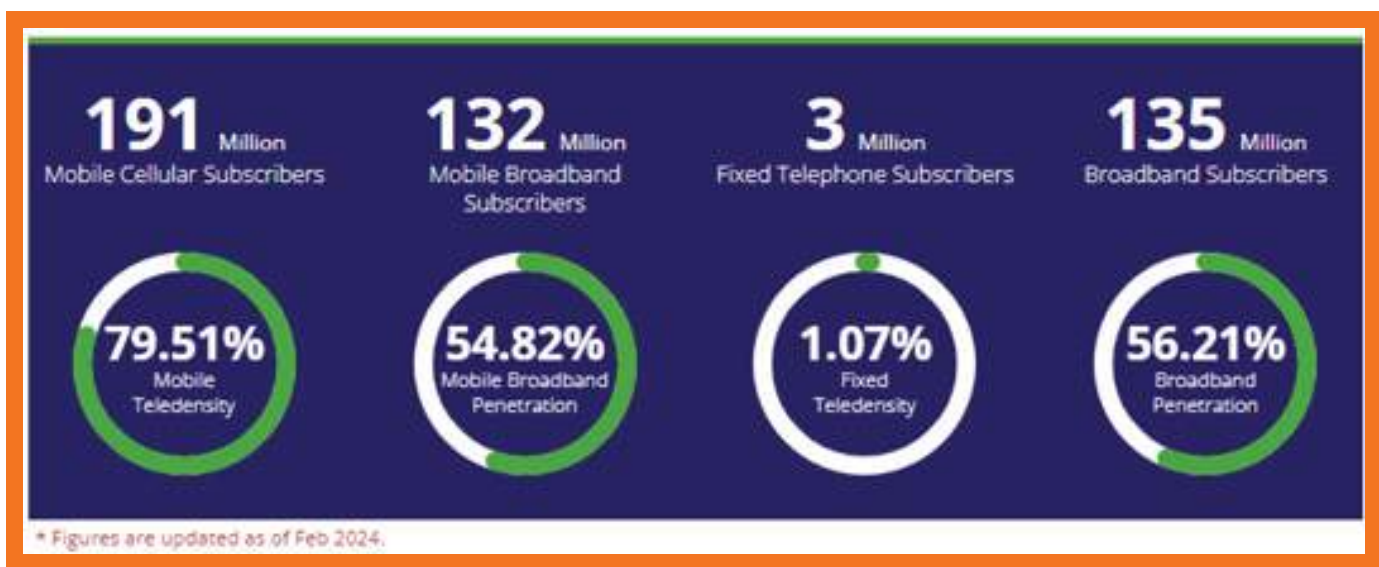
This session aims to provide participants with a comprehensive understanding of digital marketing and digital landscape of Pakistan. It will cover fundamental concepts, tools, and strategies that are essential for effectively promoting content in the digital space. The focus will be on familiarizing participants with the digital landscape and engaging audiences.

Understanding the Digital Landscape of Pakistan	
Component	Description
Purpose	To introduce participants to the fundamental concepts of digital marketing, providing a solid foundation for understanding how to effectively market digital content.
Tools required	Projector or screen for presentations. Whiteboard and markers. Laptops or tablets for participants. Internet access. Presentation slides on digital marketing. Handouts with key concepts and examples
Time	45 minutes
Instructions for facilitator	Begin with a brief introduction to digital marketing and its importance in the current media landscape. Use presentation slides to highlight key points and provide examples of successful digital marketing and monetization strategies. Encourage questions and interactive discussion throughout the session. Summarize the session by highlighting the key takeaways and the importance of integrating digital marketing into journalistic practices.
Activity Instructions	<b>Group Discussion:</b> Divide participants into small groups and ask them to discuss their current understanding of digital marketing and monetization. Have each group share their thoughts and experiences with the larger group. <b>Case Study Analysis:</b> Provide a case study of a successful digital marketing strategy used by a media organization. Ask participants to analyze the case study in their groups and identify key strategies that contributed to its success. <b>Q&amp;A Session:</b> Open the floor for questions and answers, allowing participants to clarify any doubts and gain deeper insights into the topic.

## Facilitator Notes

Facilitators, in this session, we'll be exploring the dynamic digital landscape of Pakistan, a crucial domain for journalists and digital content creators to understand. Since the advent of 3G and 4G services in 2014, internet traffic in Pakistan has witnessed a significant upsurge, reshaping the media landscape in profound ways. Media houses have responded by establishing robust online presence, with websites and social media platforms emerging as primary sources of information. Encourage participants to grasp the significance of this transformation, emphasizing how newspapers, TV channels, and media houses utilize these platforms for content dissemination and audience engagement. Highlight key statistics from the Pakistani Telecommunication Authority (PTA) and DataReportal to provide participants with a comprehensive understanding of internet penetration, social media usage, and active user bases across various platforms. Utilize interactive methods such as discussions and case studies to facilitate deeper engagement with the subject matter.

According to the latest indicators of the Pakistani Telecommunication Authority (PTA), the country has 191 million cellular subscribers, 132 million mobile broadband subscribers, and 135 million broadband subscribers, with an internet penetration of 56.21% in February 2024. According to DataReportal, among these internet users, 71.70 million use different social media platforms which make 30% of the whole population. Facebook is the most used social media platform in Pakistan with 44.50 million active users. Instagram has 17.30 million active users, X (Twitter) has 4.65 million users, WhatsApp has 52.3 million, and YouTube has 71.70 million active users.



Source: Pakistan Telecommunication Authority

## Topic 2: Digital Marketing Strategy

In the digital age, effective marketing strategies are essential for promoting content and engaging audiences. This session discusses the intricacies of digital marketing and equips facilitators with the tools and techniques to impart this knowledge to participants. From social media marketing to search engine optimization (SEO) and influencer partnerships, facilitators will explore various strategies to enhance content visibility and audience engagement in the digital realm. Through interactive discussions and practical activities, facilitators will guide participants in understanding the importance of digital marketing and developing effective strategies to maximize the impact of their content.

Understanding the Digital Landscape of Pakistan	
Component	Description
Purpose	Understand effective digital marketing strategies for content promotion and audience engagement.
Tools required	Presentation slides, whiteboard or flipchart, markers, handouts with examples of digital marketing strategies.
Time	60 minutes
Instructions for facilitator	Begin by providing an overview of digital marketing and its significance in content promotion. Present various digital marketing strategies commonly used in the industry, such as social media marketing, search engine optimization (SEO), email marketing, and influencer partnerships. Use case studies and real-life examples to illustrate the effectiveness of each strategy, encouraging participants to analyze and discuss their potential applications in their own content projects. Facilitate interactive discussions to allow participants to share their experiences and insights regarding digital marketing, fostering a collaborative learning environment.
Activity Instructions	<b>Group Discussion:</b> Break participants into small groups and assign each group a specific digital marketing strategy (e.g., social media marketing, SEO, email marketing). Ask each group to brainstorm and outline a digital marketing campaign using their assigned strategy for a hypothetical content project. <b>Case Study Analysis:</b> Provide a case study of a successful digital marketing strategy used by a media organization. Ask participants to analyze the case study in their groups and identify key strategies that contributed to its success. <b>Feedback:</b> Provide guidance and feedback as groups work on their campaigns, encouraging creativity and critical thinking. <b>Conclude:</b> After a designated time, reconvene the groups and have each present their campaign to the larger group, discussing their approach and rationale behind their strategy choices



## Facilitator Notes

- **Digital Marketing Strategy:** By the end of this session, facilitators should ensure that participants grasp the fundamentals of digital marketing strategy and feel equipped to develop and implement effective plans to enhance their brand presence and engagement in the digital realm. The evolving digital landscape offers businesses a multitude of tools to engage, monitor, and respond to consumers. By learning the basics of digital marketing strategy, facilitators will gain insights into devising plans to elevate brand visibility and engagement.
- **Understanding the Need:** It's crucial to elucidate to participants the importance of a well-defined digital marketing strategy. Emphasize the challenge of standing out amidst a sea of digital content and platforms, even with excellent content. Participants must grasp the necessity of strategic marketing to amplify their brand presence and distinguish themselves in the competitive digital sphere.
- **Definition and Key Components:** Facilitators should elucidate the concept of a digital marketing strategy as a blueprint for achieving long-term business goals. Highlight the key components, including defining the brand, understanding customer needs, setting S.M.A.R.T. goals, identifying target markets, conducting competitive analysis, and resource allocation. Emphasize the importance of reviewing and optimizing campaign performance for continuous improvement.
- **Encourage Interaction:** Encourage participants to actively engage in discussions and share their insights and experiences with digital marketing. Use real-world examples to illustrate the significance of each component and encourage participants to brainstorm strategies applicable to their own contexts.
- **Practical Application:** Provide practical examples and case studies to demonstrate the implementation of digital marketing strategies. Encourage participants to apply the concepts learned to their own projects or initiatives, fostering a deeper understanding of the subject matter.



## Handout 08: Key Components of Digital Marketing Strategy

A digital marketing strategy is essential for businesses to effectively reach and engage their target audience. Here are the key components of a successful digital marketing strategy:

- **Defining the Brand:** Clearly define the brand identity and unique selling points to resonate with the target audience.
- **Understanding Customers and Their Needs:** Conduct thorough research to understand the demographics, preferences, and motivations of the target audience.
- **Setting S.M.A.R.T. Goals:** Establish Specific, Measurable, Achievable, Relevant, and Time-bound goals to guide the digital marketing efforts.
- **Identifying Target Markets:** Utilize market research tools to identify potential target markets and tailor marketing strategies accordingly.
- **Performing Competitive Analysis:** Analyze competitors in the market to identify strengths, weaknesses, opportunities, and threats (SWOT analysis).
- **Managing and Allocating Resources:** Define how financial and human resources will be allocated to execute the digital marketing strategy effectively.
- **Reviewing and Optimizing Performance:** Continuously monitor and measure the performance of digital marketing campaigns using tools like Google Analytics and adjust strategies accordingly for optimal results.



## Topic 3: Development and Management Strategies of Digital Media Startups

Development and Management Strategies of Digital Media Startups	
Component	Description
Purpose	To equip participants with the knowledge and skills needed to develop and manage successful digital media startups.
Tools required	Projector, whiteboard, markers, laptop, internet access, case study materials, business plan templates, SWOT analysis tools.
Time	60 minutes
Instructions for facilitator	Prepare a presentation outlining key development and management strategies. Gather case studies of successful digital media startups. Prepare group activities focused on business plan creation and SWOT analysis.
Activity Instructions	Start with a presentation on the fundamentals of digital media startups, including key components of business development and management. Divide participants into groups and provide each group with a case study of a successful digital media startup. Guide participants through a SWOT analysis of their case study. Have each group create a basic business plan for their own hypothetical digital media startup. Facilitate a group discussion on the challenges and opportunities in managing digital media startups.

### Facilitator Notes

In this session you will guide participants through the crucial steps of creating and sustaining a successful digital media enterprise. Start by explaining the purpose of the session: to provide essential insights and practical skills for developing and managing digital media startups. Begin with a presentation that outlines the core components of a digital media startup, such as defining a unique value proposition, understanding the target audience, creating a content strategy, and planning for financial sustainability. Highlight the importance of adaptability and continuous learning in the fast-paced digital media landscape.

After the presentation divide participants into small groups and provide each group with a case study of a successful digital media startup. Guide them through a SWOT analysis to identify strengths, weaknesses, opportunities, and threats related to their case study. This exercise will help them understand the strategic considerations involved in managing a digital media startup. Next, instruct the groups to develop a basic business plan for their own hypothetical digital media startup. Encourage them to think creatively about their unique value proposition, target audience, content strategy, and revenue model. This activity will help them apply the concepts they've learned and develop practical skills in business planning.



## Tips for Facilitators:

You should be familiarized with the critical components of digital news startups. Below is some information for your understanding and to be incorporated in your presentation.

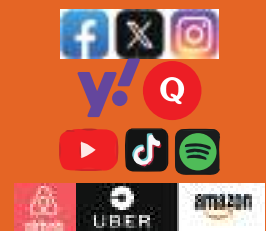
**Digital News Startups:** Digital news startups are web-based organizations offering news and information on current events. Their success hinges on sustainable business models, defined niches, and diverse revenue streams. Understanding new technological trends is crucial, as it enables entrepreneurs to engage their audiences effectively and innovate in content development and dissemination.

**Niche:** A niche targets a specific segment of the population with tailored products or services. In journalism, this refers to the specific audience media organizations aim to reach with their news-related offerings. Identifying and serving a niche audience can lead to higher engagement and loyalty.

**New Media and Digital Platforms:** New media refers to digitalized communication technologies widely accessible for personal use. Digital platforms are internet-based, two-sided networks allowing diverse user interactions. These platforms are popular due to their interactivity, diversity, accessibility, low cost, and trendiness. Categories include:

Social media platforms: Facebook, Twitter, Instagram.

- Knowledge platforms: Yahoo, Quora.
- Media sharing platforms: YouTube, Spotify, TikTok.
- Service-oriented platforms: Uber, Airbnb, Amazon.
- Establishing a News Startup: Creating a digital news startup with a sustainable future requires a well-structured business plan, consistent effort, and patience. Key steps include:



**Planning for a News Startup:** Develop clarity on your media products, services, pace, and target audience. Create a detailed timeline and roadmap to maintain focus on turning your idea into a sustainable business.

- Address the following:
  - Who is your audience?
  - What content do they prefer?
  - Who are your competitors?
  - What does their audience like?
  - What is the reach of your product/service?
  - How to expand from local to global audience?
  - Which monetization options are available?
  - What platforms are suitable for launch?

**Thinking Like a Startup:** Begin with a blank slate and adopt an entrepreneurial mindset. Big company strategies may not work for your startup. Key tips include:

- Have an entrepreneurial mindset.
- Fake it till you make it.
- Start on a low budget with minimum requirements.
- Define your unique selling point (USP).

**Practical Tips:**

- Your trainees should understand the following:
- Want to become a podcaster? Start podcasting.
- Aspire to be a chef? Start cooking.
- Aim to be a copywriter? Start writing.
- Have side hustle ideas? Start implementing.
- Interested in email marketing? Begin building your email list.

**Picking the Right Platform:** Not all business models fit every platform. Choose platforms based on your startup's needs. For podcasts, YouTube is ideal; for building a community, Facebook is better. Consider a combination of platforms to meet specific needs effectively.



# Handout 09: Developing a Digital Marketing Strategy

## Social Media Marketing (SMM)

### Facebook

- **Purpose:** Reach a broad audience, especially middle- and working-class communities.
- **Upside:** Precise audience demographics with targeted ads.
- **Downside:** Requires investment; lacks detailed data on click-through rates.

### Instagram

- **Purpose:** Engage audiences with visual content and build a brand community.
- **Upside:** High engagement with user-generated content.
- **Downside:** Primarily for fashion and memes; requires visually appealing content.

### WhatsApp

- **Purpose:** Direct communication with individuals or groups.
- **Upside:** Direct engagement with audiences and journalists.
- **Downside:** Misinformation; needs rules to prevent spam.

### X (Formerly Twitter)

- **Purpose:** Quick updates and engagement with influencers.
- **Upside:** Direct engagement with an influential audience.
- **Downside:** Limited reach and higher advertising costs.

### YouTube

- **Purpose:** Promote video content and drive traffic.
- **Upside:** Cost-effective promotion with engaging titles and thumbnails.
- **Downside:** Challenges with serious topics; needs creative storytelling.

## Search Engine Optimization (SEO)

### On-Page SEO

- **Purpose:** Optimize page elements for search engines.
- **Components:** Headlines, content, page structure.

### Off-Page SEO

- **Purpose:** Improve search engine ranking through external factors.
- **Components:** Social networks, similar content on other websites, searcher history.

### Content

- **Purpose:** Create high-quality content that ranks well.
- **Activity:** Produce unique, engaging content that answers user queries effectively.

### Defining Key Performance Indicators (KPIs)

- **Purpose:** Measure success in achieving business objectives.
- **Tools Required:** Real-time reporting tools, dashboard software.
- **Activity:** Select and track key business metrics.

## Topic 4: Business Model Canvas

The Business Model Canvas is a strategic management tool that provides a visual chart with elements describing a company's value proposition, infrastructure, customers, and finances. It assists startups in aligning their activities by illustrating potential trade-offs.

Business Model Canvas - Session Overview	
Component	Description
Purpose	To help participants understand and develop a Business Model Canvas for their digital media startup.
Tools required	Business Model Canvas template, markers, sticky notes, whiteboard, projector.
Time	60 minutes
Instructions for facilitator	Introduce the concept of the Business Model Canvas. Explain each of the nine building blocks in detail. Provide examples of successful business models using the canvas. Facilitate group activities and discussions. Summarize key learnings and provide feedback.
Activity Instructions	Distribute the Business Model Canvas templates to participants. Divide participants into small groups. Ask each group to choose a hypothetical digital media startup idea. Guide them to fill out each section of the canvas: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. After completion, each group presents their canvas to the class for feedback and discussion.

### Instructions for Facilitator

**Introduce the Concept:** Start by explaining the importance of the Business Model Canvas in creating a clear and effective business strategy.

#### – Explain the Nine Building Blocks:

- ❑ **Customer Segments:** Who are the customers? What are their needs?
- ❑ **Value Propositions:** What unique value does the startup offer?
- ❑ **Channels:** How will the startup reach and deliver value to its customers?
- ❑ **Customer Relationships:** What type of relationship will the startup maintain with its customers?
- ❑ **Revenue Streams:** How will the startup earn revenue?
- ❑ **Key Resources:** What critical resources are needed to deliver the value proposition?
- ❑ **Key Activities:** What key activities are necessary to deliver the value proposition?
- ❑ **Key Partnerships:** Who are the essential partners and suppliers?
- ❑ **Cost Structure:** What are the major costs involved?

## Handout 10: Business Model Canvas Template Example

This template serves as a structured guide to help you and your team map out your business model clearly and effectively. Use it to brainstorm and document all critical aspects of your business idea.

Business Name: Green Pulse Media	
Component	Description
Customer Segments	Eco-conscious consumers, environmental NGOs, young adults, urban professionals
Value Propositions	High-quality, engaging content on environmental issues, exclusive interviews with eco-experts, actionable eco-tips
Channels	Website, YouTube channel, social media platforms (Facebook, Instagram, Twitter), email newsletters
Customer Relationships	Interactive social media engagement, personalized email newsletters, community forums
Revenue Streams	Advertising revenue, sponsored content, subscription fees, crowdfunding
Key Resources	Video production equipment, content creators, social media managers, environmental experts
Key Activities	Content creation, social media management, community engagement, video production
Key Partnerships	Environmental NGOs, green product companies, academic institutions, digital marketing agencies
Cost Structure	Content production costs, marketing expenses, staff salaries, technology and hosting fees

## Topic 5: Strategies for Monetization and Digital Revenue Streams

In this session, participants will explore various strategies for monetizing digital content and generating revenue through different digital channels. Understanding these strategies is crucial for digital content creators and media startups to ensure financial sustainability and growth.

Strategies for Monetization and Digital Revenue Streams	
Component	Description
Purpose	To explore various strategies and methods for generating revenue through digital platforms and content.
Tools required	Internet access. Computer or mobile device. Digital marketing tools (e.g., Google Analytics, social media analytics). Monetization platforms (e.g., Google AdSense, Patreon)
Time	60 minutes
Instructions for facilitator	Introduce the concept of digital monetization and its importance in the current media landscape. Explain various digital revenue streams and provide real-world examples. Engage participants with interactive discussions and activities.
Activity Instructions	<b>Discussion:</b> Begin with a brief discussion on the importance of monetization for digital content creators. <b>Case Studies:</b> Present case studies of successful digital monetization strategies. <b>Group Activity:</b> Divide participants into groups and ask them to brainstorm potential monetization strategies for a hypothetical digital media startup. <b>Presentation:</b> Each group presents their ideas, followed by a Q&A session.

## Facilitator Notes

Facilitator should cover these key points during presentation for this session.

### Introduction to Digital Monetization

- ▶▶ Define digital monetization and its significance in the current digital media landscape.
- ▶▶ Highlight the benefits and challenges of digital revenue generation.

### Types of Digital Revenue Streams

- ▶▶ **Advertising:** Explain different types of digital advertising (e.g., display ads, video ads, sponsored content) and how they generate revenue.
- ▶▶ **Subscription Models:** Discuss the benefits of subscription-based models, including premium content access and membership fees.
- ▶▶ **E-commerce and Affiliate Marketing:** Explore how digital content creators can leverage e-commerce and affiliate marketing to generate revenue.
- ▶▶ **Crowdfunding and Donations:** Highlight platforms like Patreon and Kickstarter that allow content creators to receive direct support from their audience.
- ▶▶ **Sponsorships and Partnerships:** Explain how forming partnerships and securing sponsorships can provide financial support and enhance credibility.



### Tools and Platforms for Monetization

- Introduce participants to various tools and platforms that facilitate digital monetization, such as Google AdSense, Patreon, and affiliate marketing networks.
- Provide a brief overview of how to set up and use these tools effectively.

### Strategies for Successful Monetization

- Emphasize the importance of high-quality content and audience engagement in driving revenue.
- Discuss the role of data analytics in understanding audience behavior and optimizing monetization strategies.
- Highlight the need for a diversified revenue stream to mitigate risks and ensure steady income.

## IV: Concluding Session for Training Program

Component	Description
<b>Summary of Key Learnings</b>	Summarize the main topics and key takeaways from each module covered over the past three days.
<b>Participant Reflections</b>	Invite participants to share their personal insights, takeaways, and plans for applying the knowledge and skills gained during the training.
<b>Q&amp;A Session</b>	Open the floor for any remaining questions. Provide detailed answers and additional resources as necessary.
<b>Feedback Collection</b>	Distribute post-training evaluation forms and allow participants time to complete them. Collect the forms for review.
<b>Certificates Distribution</b>	Distribute certificates of completion to participants and take group photos.
<b>Next Steps and Closing Remarks</b>	Discuss follow-up activities, provide contact information for further assistance, and officially close the training with a thank-you note to all participants.

## Facilitator Notes

As we wrap up this three-day training, it's essential to provide a comprehensive conclusion that reinforces the key learnings and encourages participants to reflect on their journey. Begin by summarizing the main topics covered during the training, emphasizing the importance of each in the context of digital media and journalism. Remind participants of the objectives outlined at the beginning of the program and encourage them to consider how they have met these objectives through their active engagement and participation.



Highlight any notable achievements or milestones reached by the group collectively, acknowledging their dedication and hard work throughout the training. Reinforce the value of continuous learning and professional development in the rapidly evolving digital landscape, encouraging participants to remain curious, adaptable, and proactive in their pursuit of excellence.

Finally, provide an opportunity for participants to share their thoughts, insights, and takeaways from the training. Encourage them to reflect on how they can apply what they have learned about environmental journalism to their work moving forward and to identify any areas for further development or exploration. Emphasize the importance of ongoing practice, experimentation, and collaboration in refining their skills and achieving their professional goals.

Conclude by expressing gratitude to the participants for their active participation and contributions to the training. It's recommended that you create a "community of practice" e.g., a WhatsApp group to stay connected with them. This will also allow them to share their experiences with their peers and continue to support one another as they continue to report on climate issues.

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These materials/documents will be required to conduct the Training and should be considered a part of this Training Module.

**Appendix A** - Handouts (activity and practice guidelines)

**Appendix B** - Pre and Post training assessment tests



