MEDIACENTAR SCHOOL OF JOURNALISTIC EXCELLENCE 2025

PROGRAM

Mozaik startup studio, Maršala Tita 54/II Sarajevo

Kick-off and Orientation – 13 July 2025

Moderators: Anida Sokol, Tarik Moćević

10:00 – 12:00	*Introduction to the Program and Objectives* Participant Introductions and Expectations Program Structure and Learning Outcomes Presentation of Mediacentar's Digital Press Archive Infobiro Hosts: **Boro Kontić, Maida Muminović, Dragan Golubović**
12:00 – 13:30	*Joint Discussion: Media in Bosnia and Herzegovina – Challenges and Opportunities* Moderators: **Anida Sokol, Tarik Moćević**
13:30 – 14:30	Lunch
14:30 – 17:00	**Discussion of the proposed topics for mentorship**

First Training Block – 14 to 16 July 2025

Title: **Profession of Journalism and Her Majesty the Story**
Lecturer: **Ed Vulliamy**

Day 1: 14 July

10:00 – 11:30	*The Importance of Curiosity: How to start*
11:30 – 13:00	*Language and Journalism: Crafting Elegant and Precise Narratives*
13:00 – 13:15	*Break*
13:15 – 14:45	*Sine qua non – The Source: Evaluating Credibility and Thinking Like a Lawyer*
14:45 – 16:15	*What to write/report about: Story Discovery from Margins to Mainstream*
16:15 – 17:15	*Lunch*
17:15 – 18:30	*Exercise: Analysis of Nonpolitical and Politically Reframed Stories*

01

Learning Outcomes (Day 1):

◆ Critically evaluate personal and professional motivations in journalism
◆ Apply linguistic precision and storytelling tension in written narratives
◆ Identify credible sources and fact-check information
◆ Recognize underreported themes and build them into compelling narratives

Day 2: 15 July

10:00 – 11:30	*Fact-checking and Grammar: Revisiting the Basics*
11:30 – 13:00	*Investigative Research: Witnesses, Whistleblowers, and Documentation*
13:00 – 13:15	*Break*
13:15 – 14:45	*Comedy as Journalism's Sharpest Blade: Challenging Power*
14:45 – 16:15	*Interviewing Techniques: Empathy, Challenge, and Documentation*
16:15 – 17:15	*Lunch*
17:15 – 18:30	*Ethics in Journalism: Objectivity, Neutrality, and Global Perspectives*

Learning Outcomes (Day 2):

◆ Conduct thorough self-verification and apply rules of grammar
◆ Identify and apply research strategies for investigative journalism
◆ Utilize humor and satire responsibly in reporting
◆ Adapt interview strategies based on subject and intent
◆ Examine and interpret journalistic ethics in contemporary crises

Day 3: 16 July

10:00 – 13:00	*Group Exercise: Story Development and Presentation*
13:00 – 14:00	*Lunch*
14:00 - 16:00	*Group Presentations and Peer Review*

Learning Outcomes (Day 2):

◆ Collaborate effectively in story development and presentation
◆ Receive and apply peer and mentor feedback
◆ Reflect critically on diverse journalistic styles and practices

02

Ideas Vault – 29 July 2025

10:00–12:00	Lunch
12:00-14:00	**Open Forum: Collaboration between Journalists and Civil Society – Civil Society as Ideas Vault** Moderators: **Anida Sokol, Tarik Moćević** Participants: Members of the Media Network (CSOs and media representatives)Infobiro

Second Training Block – 30 to 31 July 2025

Title: **Documentary Photography**
Lecturer: **Damir Šagolj**

Day 1: 30 July

9:00 – 9:30	*Welcome & Introduction*
09:30 – 11:00	*News Photography – Its Nature and Value*
11:00 – 11:15	*Break*
11:15 – 12:30	*Through the Looking Glass: Objectivity vs. Subjectivity*
12:30 – 14:00	*Lunch*
14:00 – 15:30	*Case Study 1: The Making of an Award-Winning Visual Story*
15:30 – 16:00	*Discussion & Q&A*

Learning Outcomes (Day 1):

- ◆ Evaluate the narrative and documentary power of news photography in shaping public memory
- ◆ Analyze the tension between objectivity and subjectivity in visual journalism
- ◆ Assess how photographic framing, perspective, and distortion influence viewer perception
- ◆ Break down the research, creation, and distribution process of a major visual journalism project
- ◆ Interpret the integration of multimedia elements in award-winning visual storytelling

Day 2: 31 July

09:00 – 11:00	*Trust in Visual Journalism: The Role of Proximity*
11:00 – 11:15	*Break*
11:15 – 13:00	*Hands-on Editing Workshop: Crafting the Story*
13:00 – 14:30	*Lunch*
14:30 – 16:00	*Case Study 2: The Making of an Award-Winning Visual Story*
16:00 – 16:30	*Final Reflections & Closing Discussion*

Learning Outcomes (Day 2):

◆ Examine the relationship between proximity, trust, and credibility in documentary photography

◆ Identify ethical considerations when editing images and constructing visual narratives

◆ Apply editing and caption-writing techniques to enhance journalistic clarity and impact

◆ Critique complex visual stories through case study analysis and group discussion

◆ Reflect on the evolving role of documentary photography in journalism's future

Third Training Block – 15 to 16 September

Title: **Video Journalism Principles**
Lecturer: **Jacky Rowland**

Day 1: 15 September

10:00 – 11:30	*The Power of Pictures*
11:30 – 13:00	*Sound and Vision*
13:00 – 13:15	*Break*
13:15 – 14:45	*Writing to Pictures*
14:45 – 16:15	*Structuring Television Packages*
16:15 – 17:15	*Lunch*
17:15 – 18:00	*Discussion & Q&A*

04

Learning Outcomes (Day 1):

◆ Apply principles of shot composition and visual sequencing to support narrative flow

◆ Integrate sound design elements—including interviews, voiceovers, and ambient sound—for storytelling impact

◆ Write scripts that enhance visuals through concise, compelling, and restrained narration

◆ Demonstrate the ability to structure a complete TV news package with strong openings and memorable conclusions

◆ Evaluate the interplay between image and narration to effectively convey journalistic messages

Day 2: 16 September

10:00 – 11:30	Pieces to Camera & On-Air Presence
11:30 – 13:00	The Future of Television Journalism
13:00 – 13:15	Break
13:15 – 15:15	Interview
15:15 – 16:15	Lunch
16:15 – 17:00	Discussion & Q&A

Learning Outcomes (Day 2):

◆ Perform on-camera delivery with natural, conversational tone and presence

◆ Integrate pieces to camera seamlessly into narrative structure

◆ Adapt to live reporting situations with clarity, flexibility, and composure

◆ Distinguish between various interview styles and apply appropriate techniques based on context

◆ Manage difficult interview scenarios and extract effective, meaningful soundbites

◆ Analyze trends shaping the future of TV and digital journalism

Fourth Training Block – 17 to 19 September

Title: **Modern Age Journalism – Social Media, AI and Journalism**
Lecturers: **Amy Sawitta Lefevre & Taimoor Sobhan**

Part One: Social Media and Journalism
Lecturer: **Amy Sawitta Lefevre**

Day 1: 17 September

10:00 – 11:30	*The Evolving Role of Social Media in Journalism*
11:30 – 13:00	*Platform-Specific Strategies: How journalists can effectively use platforms*
13:00 – 13:15	*Break*
13:15 – 14:45	*Verification and Fact-Checking*
14:45 – 16:15	*Building a Personal Brand*
16:15 – 17:15	*Lunch*
17:15 – 18:00	*Discussion & Q&A*

Learning Outcomes (Day 1):

◆ Examine the evolving role of social media in shaping journalistic practice and audience engagement

◆ Apply platform-specific strategies for effective reporting, storytelling, and community building

◆ Implement verification techniques and fact-checking tools within social media environments

◆ How to develop a consistent and ethical personal brand as a journalist across digital platforms

Day 2: 18 September

10:00 – 11:30	*Ethical and Legal Considerations*
11:30 – 13:00	*Hate speech and counter-narratives from a PR and platform perspective*
13:00 – 13:15	*Break*
13:15 – 14:45	*Analytics and Impact*
14:45 – 16:15	*Discussion & Q&A*
16:15 – 17:15	*Lunch*

Learning Outcomes (Day 2):

◆ Evaluate ethical and legal responsibilities of journalists operating on social media platforms
◆ Analyze hate speech dynamics and assess counter-narrative strategies from journalistic and platform perspectives
◆ Interpret analytics to measure audience engagement and assess journalistic impact indigital spaces

Part Two: AI and Journalism

Lecturer: **Taimoor Sobhan**

Day 3: 19 September

10:00 – 11:30	*Using AI for Research, Story Development and Data Analytics*
11:30 – 13:00	*Generating AI Visuals and Audio Assets for Non-Fiction (Midjourney / Runway / Elevenlabs / Suno)*
13:00 – 13:15	*Break*
13:15 – 14:45	*AI Post-Production Workflows for documentaries and video journalism*
14:45 – 16:15	*Ethical Standards and AI: Archival Producers Alliance (APA) GenAI Best Practices Deep Dive*
16:15 – 17:15	*Lunch*
17:15 – 18:00	*Discussion & Q&A*

Learning Outcomes (Day 3):

◆ Assess the transformative impact of artificial intelligence on journalistic workflows and practices

◆ Identify ethical and editorial challenges posed by AI-generated content and decision-making

◆ Explore opportunities for human–AI collaboration and define future-ready skills for journalists

◆ Examine the legal and policy frameworks shaping the use of AI in journalism

Mentorship Program - all through the program

Editor: **Boro Kontić**

In the first month of the program, participants will work closely with mentors to choose a topic and format for their final project — either a video report or a written article enriched with multimedia elements.

Guided by mentors, participants will move from concept to production in a collaborative, hands-on environment.

This phase begins in early August and culminates with the submission of final pieces by the end of September.

All completed works will be published in a special Mediacentar booklet, edited by Boro Kontić.

This stage offers a unique opportunity to transform new knowledge into impactful journalism — supported by expert mentorship, creative exchange, and international editorial perspective.

08

Closing Event – October 10

Graduation and Certificate Awarding Ceremony