



Institute for the Advancement of Journalism



Managing a 21st century 4IR
Newsroom



Managing a 21st Century 4IR Newsroom

Newsrooms are different to what they used to be. They are now small, and most people work distance, or from home. The traditional revenue streams are a thing of the past, and there are new ways to make money. But budgets are strained. People demand the news they want, where and when they want it. Newsrooms have to serve different platforms if they want an audience.

This course orientates news editors to the new digital, distance working, newsroom that serves niche audiences, and on social media platforms that are constantly changing.

The 4IR Post-COVID newsroom is a new digital facility that serves a niche audience on digital platforms. This applies to the large broadcast newsroom, as well as the small, specialised aggregator.

Outcomes

- Describe the technology and workflows in a modern newsroom.
 - Analyse what a newsroom needs to serve a selected target audience.
 - Describe the business model and business plan for the newsroom.
 - Analyse the ongoing training needs.
 - Manage many incoming and delivery platforms.
 - Conduct workflow and audience evaluation on an ongoing basis.
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What you will learn

- Basic marketing, research and campaign design
 - Advocacy and activism in social, economic and political arenas.
 - Writing and multimedia content production for target audiences
 - Evaluating the success of influencing a service, cause or product at all stages of a campaign
 - Small business management, media law and ethics
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Who should attend this course?

The course is recommended for journalists who completed a course, or who have started work in any area of journalism.



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Leading edge mid-career journalism and communications training across Africa



How you will learn

The course focuses on the individual learners. There are group learning sessions, but most learning happens on your own, as you apply your skills in the real world. The course is designed for both distance and contact learning, following the virtual classroom model. Learning is constantly assessed, and special attention is available for learners who experience difficulties.


Course Duration

Two days full time. Face-to Face or Online

Certification

All successful delegates will receive a certificate of completion.

Contact

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