

Fundrising Project – TEENPRESS

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Executive Summary:

The two-week TeenPress summer camp aims to create a new generation of citizen journalists through an immersive experience for teenagers in Georgia. The programme focuses on interactive workshops where participants will learn essential journalism skills, including interviewing, fact-checking and ethical reporting. Experienced journalists and media professionals will serve as guest speakers and provide valuable industry insights. Practical sessions cover news writing, photojournalism and digital storytelling, giving young people a range of tools to express their perspectives. The camp goes beyond skill development by fostering teamwork through collaborative projects that allow participants to create their own publications. It also focuses on critical thinking, media literacy and the responsible use of social media, helping young people to navigate the digital information landscape effectively. The camp concludes with a public exhibition or digital platform where participants showcase their work and demonstrate their growth as informed and responsible citizen journalists. Overall, the TeenPress Journalism Camp aims to empower teens to become citizen journalists who make a positive contribution to their communities through a combination of education, practical experience and mentorship.

Background.

Citizen journalists are a growing force in today's media landscape, but many lack formal journalism training. Addressing this gap is crucial, as they need media literacy training to effectively uphold journalistic standards, understand the role of media in society and contribute meaningfully to the exchange of news. (Moeller, 2009) To bolster citizen journalism, it's essential to:

Increase funding for training citizen journalists, especially in media literacy. Traditional media development organizations must adapt to digital advancements and educate a new generation of news providers on professional standards and values.

Broaden media literacy training for citizen journalists and share successful approaches. Lessons learned from training programs in conflict zones and post-disaster regions can inform efforts in more stable societies, aiding citizen journalists across various contexts.(Moeller, 2009)

Georgian research on citizen journalism is particularly poor, with only a few studies conducted in this area. One such study, conducted by Nino Macharashvili in 2011, examined internet users' awareness of citizen journalism in Georgia. The findings revealed a lack of clarity among users about the concept of citizen journalism, highlighting the need for its popularisation in Georgian society. Macharashvili recommended professional training for citizen journalists in order to increase social trust. Despite the age of the study, its conclusions are likely to be relevant today, pointing to a persistent gap in Georgian understanding of citizen journalism. (Macharashvili, 2011)

Given the lack of research and educational resources on the subject, there's an urgent need to educate teenagers and young adults about citizen journalism. Equipping them with the knowledge and skills to engage in citizen journalism can help take advantage of technological advances and foster a more informed and engaged society.

PROPOSAL.

Goal and objectives:

Goal: Empower participants of the Teen Camp Citizen Journalism Training to become proficient, ethical, and socially conscious journalists, equipped with the skills, knowledge, and confidence to engage meaningfully with their communities and advocate for positive change.

Objectives:

- **Skill Development:** Provide comprehensive training in journalistic principles, including research, interviewing, writing, and multimedia storytelling.
- **Critical Thinking:** Foster critical thinking skills necessary for analyzing information, discerning biases, and presenting balanced perspectives.
- **Ethical Reporting:** Instill ethical standards and responsibilities in journalism, emphasizing accuracy, fairness, and respect for diverse viewpoints.

- **Community Engagement:** Encourage active engagement with local issues and communities, promoting a sense of civic responsibility and social awareness.
- **Digital Literacy:** Enhance participants' digital literacy skills, teaching them how to effectively use digital tools and platforms for journalism and communication.
- **Confidence Building:** Cultivate confidence and self-expression among participants, empowering them to share their voices and advocate for change.

Overall Goal Outcome: By achieving these goals, the Teen Camp Citizen Journalism Training will produce a group of confident and skilled young journalists who will be equipped to make a meaningful contribution to society through ethical reporting, critical thinking, community engagement and digital literacy, ultimately fostering a more informed, engaged and empathetic citizenry.

Target Audience:

The target audience for the Teen Camp Citizen Journalism Training will primarily consist of teenagers aged 13-18 who are interested in journalism, storytelling, and civic engagement. The program aims to attract a diverse group of participants from various socio-economic, cultural, and educational backgrounds, reflecting the rich diversity of the community.

Selection Criteria:

Interest in Journalism: Participants should demonstrate a genuine interest in journalism, storytelling, and media production. This can be assessed through written applications, interviews, or portfolio submissions showcasing their previous work or experiences related to journalism or media.

Commitment and Availability: Participants should be able to commit to the full duration of the program, which typically spans two weeks during the summer break. Availability and willingness to actively participate in workshops, mentorship sessions, and reporting projects are essential criteria for selection.

Diversity and Inclusion: The programme aims to promote a diverse and inclusive learning environment. Selection criteria should prioritise diversity in terms of ethnicity, gender, socio-economic status and cultural background to ensure a representative group of participants.

Potential for Impact: Applicants should demonstrate the potential to make a positive impact through their journalistic work. This can be judged on their passion for addressing social issues, advocating for change and making a meaningful contribution to their communities through storytelling and media production, and they must submit a motivational letter.

Digital Literacy Skills: While prior experience in journalism or media production is not required, participants should possess basic digital literacy skills and a willingness to learn and engage with digital tools and platforms for journalism and communication.

By utilizing these selection criteria, the Teen Camp Citizen Journalism Training will identify and recruit participants who are motivated, diverse, and committed to learning and contributing to the field of citizen journalism.

Justification:

Addressing Media Literacy Gap: This initiative aims to bridge the growing media literacy divide among youth by providing hands-on journalism training. By equipping young people with critical media literacy skills, the project enables them to responsibly navigate and contribute to today's media landscape.

Youth Empowerment through Mentorship: By providing professional journalists as mentors and trainers, this project offers valuable guidance and expertise to young participants. This mentorship not only enhances their learning experience, but also lends credibility to their journalistic aspirations, encouraging a sense of empowerment and ownership among young future journalists.

Proposed Activities and Expected Results:

1. Workshop Series:

Conduct a series of workshops covering various aspects of journalism, including news writing, investigative reporting, photojournalism, and multimedia storytelling. These

workshops will address the media literacy gap by providing hands-on training in journalistic principles, empowering participants to critically analyze and produce media content.

Expected Result: Participants will develop basic journalism skills and demonstrate an understanding of ethical reporting practices. Outcomes include workshop materials and resources for further learning.

2. Mentorship Program:

Pair each participant with a professional journalist mentor who will provide guidance, feedback, and support throughout the program. This mentorship program aims to empower youth through personalized guidance and expertise, fostering confidence and professionalism in their journalistic endeavors.

Expected Result: Participants receive individual mentoring, leading to improved journalistic skills and increased confidence. Outputs include progress reports and experiences of both mentors and participants.

3. Reporting Projects:

Assign participants to real-world reporting projects focusing on local issues relevant to their communities. These reporting projects will encourage active engagement with community issues, develop a sense of civic responsibility and social awareness among participants.

Expected Result: Participants will produce high quality journalistic content, including articles, videos and multimedia stories that address community concerns. Outputs will include a range of published media products and presentations showcasing participants' work.

4. Guest Speaker Series:

Invite guest speakers, including journalists, activists and community leaders, to share their experiences and insights with participants; these guest speaker sessions will provide participants with different perspectives and inspire them to explore different paths within journalism and civic engagement.

Expected Result: Participants will gain valuable insights from guest speakers, broadening their understanding of journalism and its role in society. Outputs include recordings or transcripts of guest speaker sessions for future reference..

5. Digital Literacy Workshops:

Organize workshops focused on digital literacy skills, including social media management, online research techniques, and digital storytelling tools. These workshops will enhance participants' digital literacy skills, enabling them to effectively utilize digital platforms for journalism and communication.

Expected Result: Participants will develop skills in digital tools and platforms, enhancing their ability to engage with audiences and publish their journalistic content online. Outputs will include digital media literacy resources and guides for participants.

6. Culminating Event:

Host a culminating event showcasing participants' journalistic work, such as a public exhibition, panel discussion, or multimedia presentation. This event will provide participants with an opportunity to share their stories with the broader community, raising awareness about local issues and promoting dialogue and social change.

Expected Result: The culminating event will reach a wide audience, sparking meaningful discussions and inspiring further civic engagement. Deliverables include event planning materials, promotional materials, and documentation of the event.

Timeline:

Week 1:

- **Day 1-2: Workshop Series**
 - Conduct workshops on journalism fundamentals, including news writing, interviewing techniques, and ethical reporting practices.
- **Day 3-4: Mentorship Program**
 - Pair participants with professional journalist mentors and hold orientation sessions.
- **Day 5-6: Reporting Projects**
 - Introduce reporting project topics and assign teams to investigate local issues.
- **Day 7: Digital Literacy Workshops**
 - Host workshops on digital storytelling tools and social media management.

Week 2:

- **Day 8-9: Workshop Series**
 - Continue workshops focusing on advanced topics such as investigative reporting and multimedia storytelling.
- **Day 10-11: Reporting Projects**
 - Facilitate progress check-ins and provide guidance on research and story development.
- **Day 12: Guest Speaker Series**
 - Invite guest speakers to share their experiences and insights with participants.
- **Day 13: Culminating Event Preparation**
 - Plan and prepare for the culminating event, including venue booking, promotion, and logistics.

Week 3 (Post-Camp):

- **Day 14: Culminating Event**
 - Host the culminating event showcasing participants' journalistic work to the community.
- **Day 15: Evaluation and Reflection**
 - Conduct participant evaluations and gather feedback for program improvement.
 - Reflect on the overall effectiveness of the camp and identify areas for future development.

By adhering to this schedule, the two-week Teen Camp Citizen Journalism Training will efficiently cover a comprehensive range of activities, including workshops, mentoring, reporting projects, guest speaker sessions and a culminating event. The summer break timeframe allows for an intensive and immersive experience, maximising learning outcomes and participant engagement.

Monitoring and Evaluation:

Quantitative Indicators:

Indicator	Baseline	Project End Estimated Result
Number of Participants Enrolled	N/A	20
Completion Rate of Workshop Sessions	N/A	100%
Number of Reporting Projects Completed	N/A	10
Attendance Rate at Culminating Event	N/A	90%
Increase in Digital Literacy Skills	Pre-camp survey	Post-camp assessment scores
Number of Media Products Produced	N/A	20 articles/videos/stories
Reach of Culminating Event	N/A	50 attendees

Qualitative Indicators:

1. **Participant Engagement:** Assess participants' active participation and enthusiasm during workshops, mentorship sessions, and reporting projects through observation and feedback.
2. **Quality of Journalism:** Evaluate the quality and impact of participants' journalistic work based on criteria such as accuracy, depth of research, storytelling effectiveness, and community relevance.
3. **Participant Feedback:** Gather qualitative feedback from participants through surveys, interviews, and focus groups to assess their learning experience, satisfaction, and perceived personal growth.
4. **Mentorship Effectiveness:** Assess the effectiveness of the mentorship program by soliciting feedback from both mentors and mentees regarding the quality of guidance, support, and professional development opportunities provided.
5. **Community Response:** Measure the community's response to participants' journalistic work through audience engagement, feedback, and reactions to published media products and the culminating event.

6. **Long-term Impact:** Track participants' continued engagement in journalism and civic activities beyond the camp duration, observing their contributions to local media, community initiatives, and advocacy efforts.

Sustainability:

- Explore opportunities for ongoing support and mentorship for participants beyond the duration of the camp.
- Establish partnerships with local media outlets, schools, and community organizations to facilitate continued engagement in citizen journalism initiatives.
- Develop strategies for alumni involvement and leadership development within the program.

Key Staff and Roles:

Project Manager: Responsible for overall project coordination, planning, and implementation. This individual will oversee all aspects of the Teen Camp Citizen Journalism Training, ensuring that activities are executed according to the established timeline and objectives.

Program Coordinator: Assists the Project Manager with the day-to-day management of the programme, including logistics, scheduling and communication with participants, trainers and others involved. This role ensures the smooth running of workshops, mentoring sessions and reporting projects.

Workshop Facilitators: Professional journalists and subject matter experts who will lead the workshop series on various aspects of journalism, including news writing, investigative reporting, and multimedia storytelling. They will deliver engaging and informative sessions, providing participants with valuable knowledge and skills.

Mentors: Experienced journalists who will mentor and provide guidance to participants throughout the program. Mentors will offer personalized support, feedback, and industry insights to help participants develop their journalistic skills and navigate reporting projects effectively.

Guest Speakers: Distinguished professionals from the journalism and media industry who will share their experiences and insights with participants. Guest speakers will inspire and motivate participants, offering diverse perspectives and career advice within the field of journalism.

Evaluation and Assessment Team: Responsible for monitoring and evaluating the progress and impact of the project. This team will design evaluation tools, collect and analyze data, and provide feedback to inform program improvements and measure outcomes effectively.

Communications and Outreach Coordinator: Manages communication strategies and outreach efforts to promote the Teen Camp Citizen Journalism Training. This role involves coordinating with media partners, schools, community organizations, and sponsors to raise awareness and attract participants to the program.

Budget:

DESCRIPTION				BUDGETED COSTS		TOTAL	BUDGET NARRATIVE
	Unit	Qty	LOE	Rate	Total	(Explain Nature of Cost and provide any supporting information)	
						(Attach as separate Word document if additional space is needed)	
Personnel							
Project	Per	1	10%	\$	\$ 1.500	Responsible	for

Manager:	month			1,500		overall project coordination, planning, and implementation. This individual will oversee all aspects of the Teen Camp Citizen Journalism Training, ensuring that activities are executed according to the established timeline and objectives.
Program Coordinator:	per month	1	10%	\$ 1000	\$ 1,000	Assists the Project Manager with the day-to-day management of the programme, including logistics, scheduling and communication with participants, trainers and others involved.
Workshop Facilitators:	per day	3	20%	\$ 200	\$ 600 x 14 =8400	Professional journalists and subject matter experts who will lead the workshop series on various aspects of journalism, including news writing, investigative

						reporting, and multimedia storytelling.
Evaluation and Assessment Team	Per day	2	10%	\$ 200	\$ 400 X 14=5600	Responsible for monitoring and evaluating the progress and impact of the project. This team will design evaluation tools, collect and analyze data, and provide feedback to inform program improvements and measure outcomes effectively
Guest speaker:	Per hour	4	20%	\$ 50	\$ 200 X 28h = 5600	Distinguished professionals from the journalism and media industry who will share their experiences and insights with participants.
Mentors	Per day	5	30%	\$ 200	\$ 1000X 14 = 1400	Experienced journalists who will mentor and provide guidance to participants throughout the program.
Driver	Per	1		\$	\$	Driver will be needed

	day			100	200	only first and last day of camp.
Cleaning Person	Per day	2		\$ 50	\$ 100 x 14 = 1400	
Total Personnel					\$ 24.200	
Travel						
Bus Rental	Per day	3	20%	400	\$ 1200 X 2 = 2400	pick up participants from their home town and take them back.
Total Travel.					\$2400	
Supplies						
Office Supplies	per month	50	100 %	20	\$100	
Training Supplies	per training	4	100 %	200	\$800	
Photo cameras		5	100 %	\$1000	5 X 1000= 5000 \$	
Laptops		20	100 %	\$500	\$ 20 X 500= 1000	
Total Supplies					\$ 6900	
Direct Cost						
Rent place	per week	2	20%	1000	\$2000	

Coffee-breaks and meals	per person	70	100 %	50	\$3500	
Printing/Duplication	Per week	50	100 %	5	\$ 250	
Communications	per day	5	20%	10	50x 14 =700\$	
Total Direct Costs					\$ 6450	
PROJECT TOTAL					\$ 39 950	

Sources:

Moeller, S. 2009. Media Literacy: Citizen Journalists. Center of international media Association.

https://www.cima.ned.org/wp-content/uploads/2015/02/CIMA-Media_Literacy_Citizen_Journalists-Report.pdf

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ჟურნალისტიკის მიმართულება.