

**elda** european  
leadership and  
debate academy

Digital Media Lab 2022

by elda – European leadership and debate academy



Federal Foreign Office



## Digital Media Lab 2022

### Ukraine

#### Call for Application

\*\*\* APPLICATION OPEN VIA [https://docs.google.com/forms/d/e/1FAIpQLScPSpkIb7LY1iPV-NbxIODNa3FhcMaQO6PESRIJxnHSNgZ8dQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScPSpkIb7LY1iPV-NbxIODNa3FhcMaQO6PESRIJxnHSNgZ8dQ/viewform?usp=sf_link) \*\*\*

In times of war, journalism is always vulnerable. So, especially now, good journalism can make a difference!

Are you from **Ukraine**?

Are you a young **journalist, blogger, storyteller, media professional** or **student**?

Are you looking for ways to broaden your network, tell your stories and keep Ukraine's fight in the people's minds?

Then we think you are the perfect match for us!

Whether you are currently living in Ukraine, Germany, Poland or another neighbouring country, this program will broaden your network, help you advance and use your journalistic skills for the social good and support you on establishing yourself in the European media scene.

The program offers ...

... a series of **online classes** with experts from different fields of journalism, storytelling, rhetorics and social campaigning

... **input** about digitale formats, digitale storytelling & self presentation for journalists

... leadership, communication, interview & soft **skills**

... the opportunity to develop a **journalistic format** to spread your message

... close **consultation** and check ups by the elda team along with an easy-to-use and structured template for developing your journalistic format

... a **5-day workshop** in #warsaw

... **networking**

... meeting **international journalists** and storytellers

... finding potential **job opportunities**

... **and the opportunity to win up to 1.000 €** by creating the most creative, effective and innovative format (e.g. column, blog, campaign or profile on instagram/TikTok/YouTube, Video concept, newsletter, ...).



Apply now and get more info via

[https://docs.google.com/forms/d/e/1FAIpQLScPSpkIb7LY1iPV-NbxIODNa3FhcMaQO6PESRIJxnHSNgZ8dQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLScPSpkIb7LY1iPV-NbxIODNa3FhcMaQO6PESRIJxnHSNgZ8dQ/viewform?usp=sf_link)

### **Your expected effort**

Take part in 7 after work online sessions in September-October 2022 (2-3 hours each)

Work on your own journalistic concept and hand in a brief pitch

Join the 5 day seminar in Warsaw (dec 5.-8. 2022)

There is no participation fee – generous funding is provided by the German Federal Foreign Office @auswaertigesamt 🙏

**Apply now** for our exclusive and innovative program “Digital Media Lab”!

Dates:

### **Part I: online basis school**

7 online afternoon classes in **September-October 2022** (starting at 3.30 pm EEST, duration 2-3 hours)

Mon, 12.9. kick off – introduction, expectations & exchange

Tue, 20.9. lecture: digital storytelling – interview & journalistic skills

Thur, 22.9. lecture: digital formats – enhance your strategy, content & techniques

Tue, 27.9. practice: digital storytelling – narrative analysis & group work on own formats

Thur, 29.9. practice: digital formats – create your own content strategy in groups

Tue, 4.10. lecture: self presentation for journalists – develop a convincing job profile

Thur, 6.10. recap & next steps – present your work status

### **Part II: Develop a journalistic format** guided by experts

On your own time, you will develop your format, following the newly learned steps

Update Calls are provided by the elda team

You hand in your pitch until the middle of october

*The best concepts are chosen by our jury and invited to Part III*

### **Part III: 5 day seminar** in warsaw

Trainings tailored to the participants needs

Finalizing & publishing of journalistic concepts

Dec 5th - Dec 9th 2022

### **Who can apply?**

Digital Media Lab is primarily aimed at Ukrainian journalists, bloggers, storytellers, media professionals or students between 20-35 years.

Proficiency in English is required.



## Costs

There is no participation fee. Generous funding is provided by the German Federal Foreign Office.

## How to apply?

Fill in the following application form.

You can choose if you want to hand in a written text or a video of yourself telling us who you are, why you would like to be part of the program, what your experiences are and which issue of social change you are most passionate about. If you decide to make a video, please upload it (e.g. to Google Drive) and post the link.

## get in contact with elda

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[www.eldacademy.org](http://www.eldacademy.org)

<https://www.instagram.com/eldacademy/>

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