

# AEMS Summer University Journalism Workshop

Do you want to reach the wider public with your ideas? AEMS Summer University has joined forces with Climate Tracker to hold a journalism workshop from 13 to 15 August 2018.

Open to the participants of the AEMS Summer University course, the three-day workshop will take place at BOKU, Vienna, and cost €150.00.

Climate Tracker is a network of more than 7,000 environmental journalists in over 150 countries who believe that with the right training and incentive, any young person can influence national debates on climate change.

In 2017, Climate Tracker conducted multi-day workshops in more than 20 different countries and awarded more than 100 journalism fellowships. These were conducted in partnership with organisations such as the KR Foundation, UNESCO and the University of Cambridge. In addition to this, more than 4000 journalists received training and mentorship via their app in 2017 alone.

The planetary boundaries require fundamental changes in our society and economy, but the academic debate is sometimes disconnected from the public and generally does not reach beyond niche audiences and media.



This workshop will empower participants to mainstream substantial critique and alternatives to the current monetary and economic system in the media.

For students to achieve coverage in media outlets with significant reach and impact, the workshop will cover three areas:

1. The basics of journalistic work and how to report on topics in an appealing way, including journalistic writing, but also multimedia tools;
2. Researching topics and finding story angles for complex topics – this is especially important for a topic as complex as economic and monetary alternatives;
3. Growing as a journalist: this will specifically train participants in how to reach editors, and get their articles published.

The programme will include presentations and interactive sessions, as well as practical sessions, tasking students to put the lessons learned into practice.

**UNDERSTANDING THE CHALLENGES OF OUR TIME IS CRUCIAL. BUT WE ALSO NEED TO REACH THE WIDER PUBLIC AND MEDIA WITH OUR IDEAS.**

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## Program

(I) Interactive Session (L) Lecture (G) Group Work

### Day 1

- 9.30** Start and welcome (I)
- 10.00** The Bigger Picture: Why the media often does not tell the important stories and how we can change this (L)
- 10.45** Story telling and journalistic writing (L)
- 12.00** Writing exercise 1 (I)
- 13.00** Lunch
- 14.00** Journalistic tools and techniques (L)
- 14.45** Structuring a news article from headline to end (L)
- 16.00** Break
- 16.30** Writing exercise 2 (I)
- 17.30** Researching Stories: Sources and tools of investigative journalism (L)
- 18.30** End of day 1

### Day 2

- 9.30** Quiz: Recap day 1 (I)
- 10.00** Multimedia Journalism: Free and easy visualization tools (L)
- 10.45** Visual story telling and infographics (I)
- 12.15** Getting Published: How to find editors, pitch your story and get published (L)
- 13.00** Lunch
- 14.30** Case Studies: Finance and economic journalism in the context of planetary boundaries (L)
- 15.30** Writing exercise 3 (I)
- 16.30** Break
- 17.00** Developing individual publishing story ideas and publishing strategies (I)
- 18.00** Photo and video journalism (L)
- 19.00** End of day 2

### Day 3

- 10.00** Welcome day 3 (I)
- 10.30** Hackathon: Develop a multi-media story and pitch it in groups of two (G)
- 17.00** Feedback and certificate session (I)
- 18.00** End of day 3



**For more  
information  
about the  
workshop, email  
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