

Bite-size learning for **working** journalists. **Mid-career** training for a business with missing data skills

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Some remarks before we start

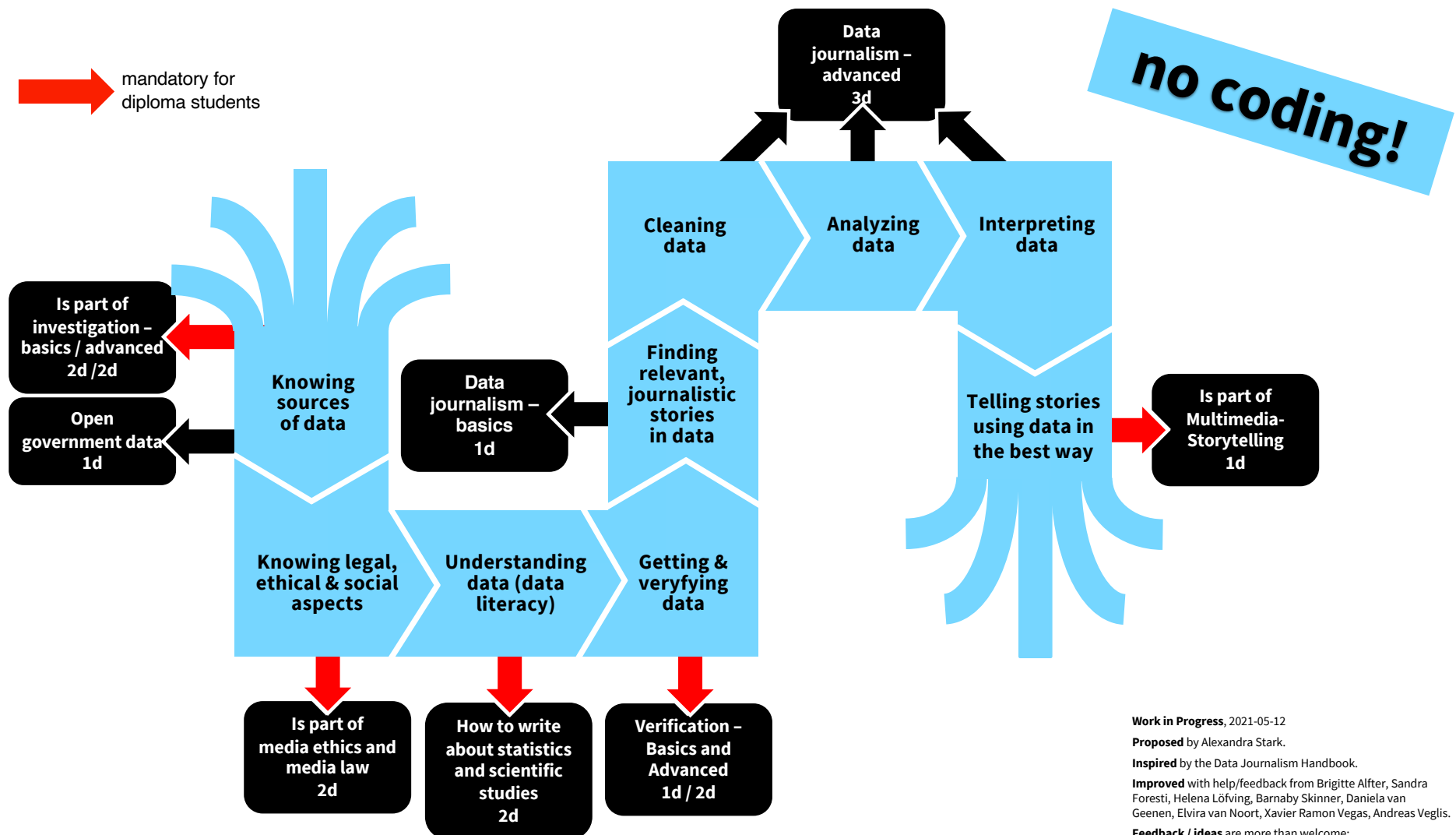
_small, private school, **financed by fees for courses**

_**very expensive** (500 Euro/day)

_**Beginner: 2-year-Diploma** course for starting journalists (80 % on the job, 20% school, paid for by employer), **90 days at school**

_**Mid-career**: average budget for paid for training by the employer: **2-5 days a year.**

Short courses open to diploma-students and guests



Work in Progress, 2021-05-12

Proposed by Alexandra Stark.

Inspired by the Data Journalism Handbook.

Improved with help/feedback from Brigitte Alfter, Sandra Foresti, Helena Löfving, Barnaby Skinner, Daniela van Geenen, Elvira van Noort, Xavier Ramon Vegas, Andreas Veglis.

Feedback / ideas are more than welcome:
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(Most) students are not really enthusiastic

_Our students don't want to spend too many of their 90 days for data journalism, they often can't use it at their actual place of work (local, understaffed).

_Most of them think they are not yet ready for data journalism, they think they should first get better in basic journalistic skills.

We believe that trying helps to raise interest

_We encourage students to try **different courses**.

_Short courses are great to get to know **the potential**.

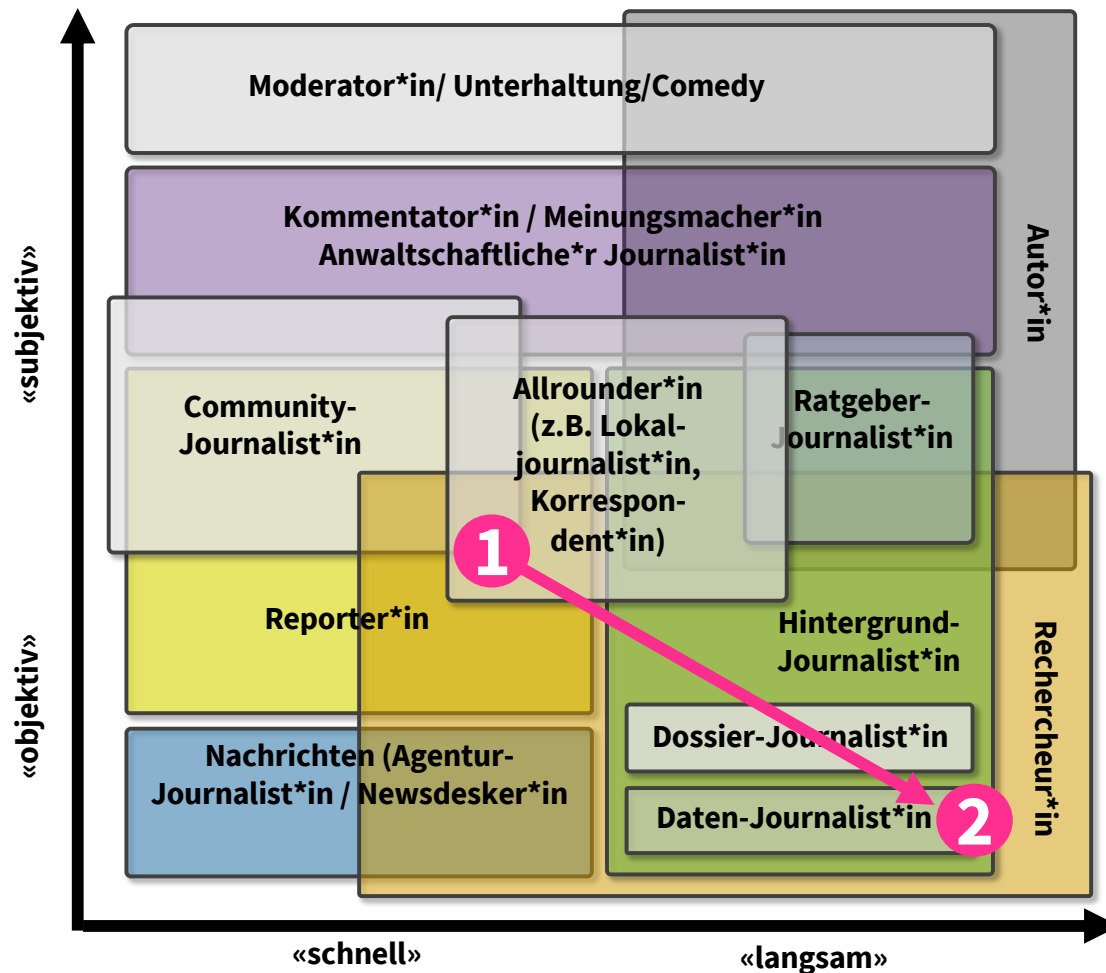
_In short courses they can check if **they really like it** / if **it suits** them.

_Short courses help **becoming part of the network** (all our teachers are working in the field).

We encourage the students to think long term

- _We strongly believe that journalists with **unique profiles** will have **better chances**.
- _We have developed **14 journalistic profiles**, one of them is data journalist
- _During the 2 years at MAZ we talk to the students about **possible future paths for development** and help them find their way.

The MAZ-table of journalistic profiles



Own illustration

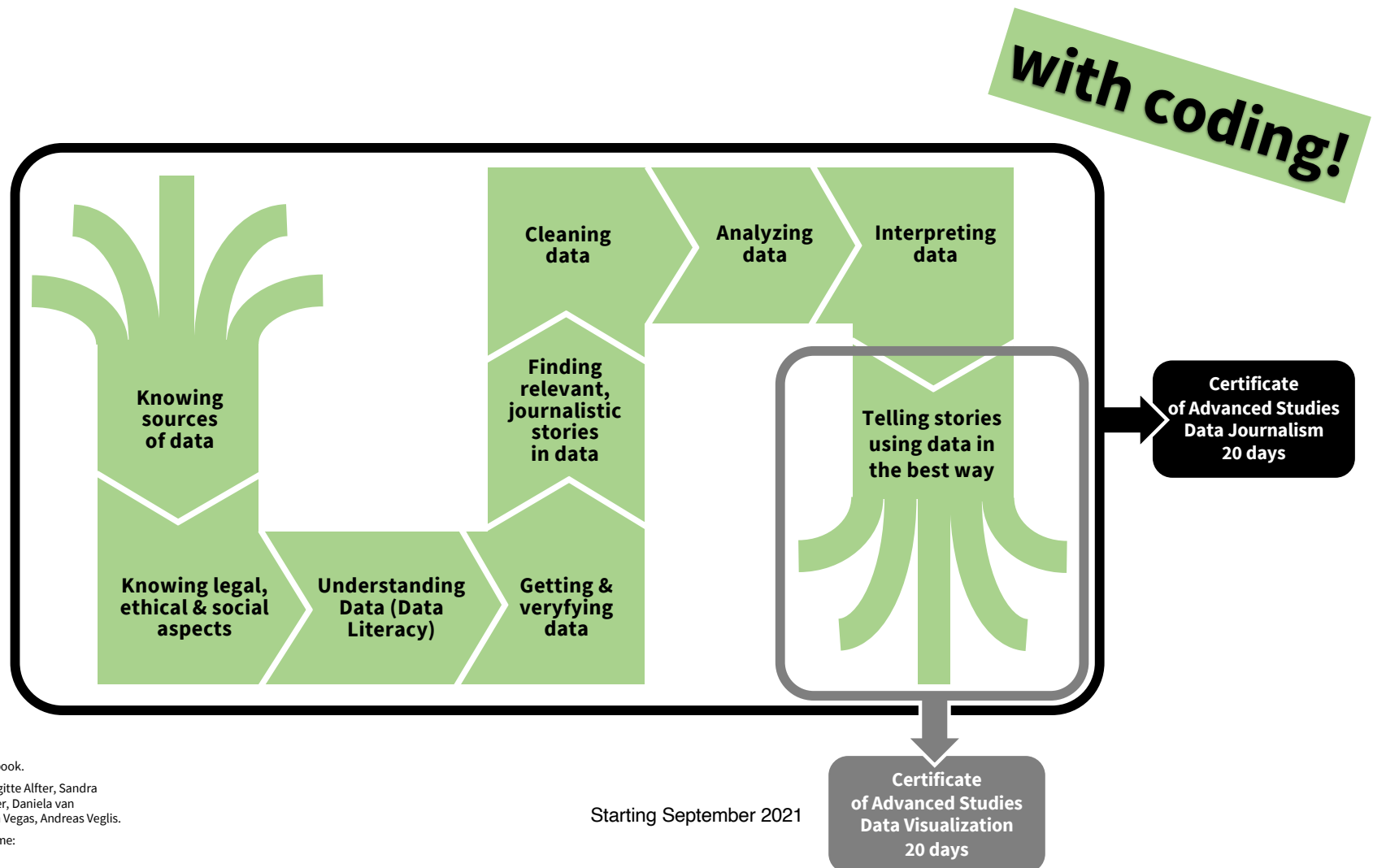
We try to plant a data journalism seed

_About **20% of students say, data journalism could sometime become an option.**

_After a few years in practice more and more journalists **see data journalism as a valid option to build a future in a difficult environment.**

_Some of them **test their interest** with short courses, some of them **start directly** with the long, intensive course.

Long courses for experienced journalists (guests)



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Starting September 2021

What we notice

Quite fast growing number of data journalists

The map shows the following distribution of dots:

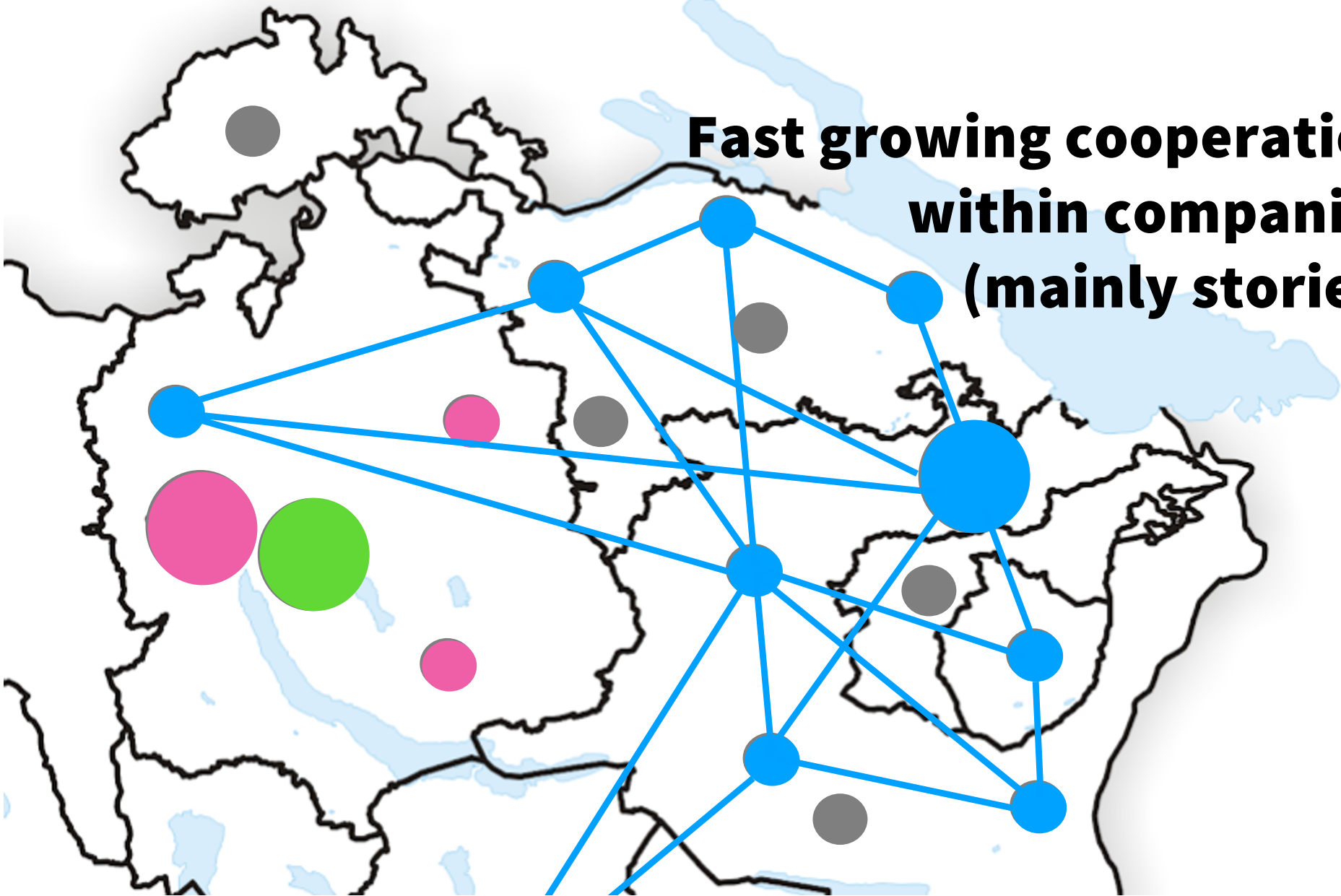
- Large dots:** A large pink dot in France, a large green dot in Germany, and a large blue dot in the United Kingdom.
- Medium dots:** A blue dot in Spain, a pink dot in Italy, and a blue dot in Poland.
- Small dots:** Several blue dots in Scandinavia (Sweden, Finland, Norway), a pink dot in the Balkans, and several grey dots in Central and Eastern Europe.



Quite fast growing number of data journalists

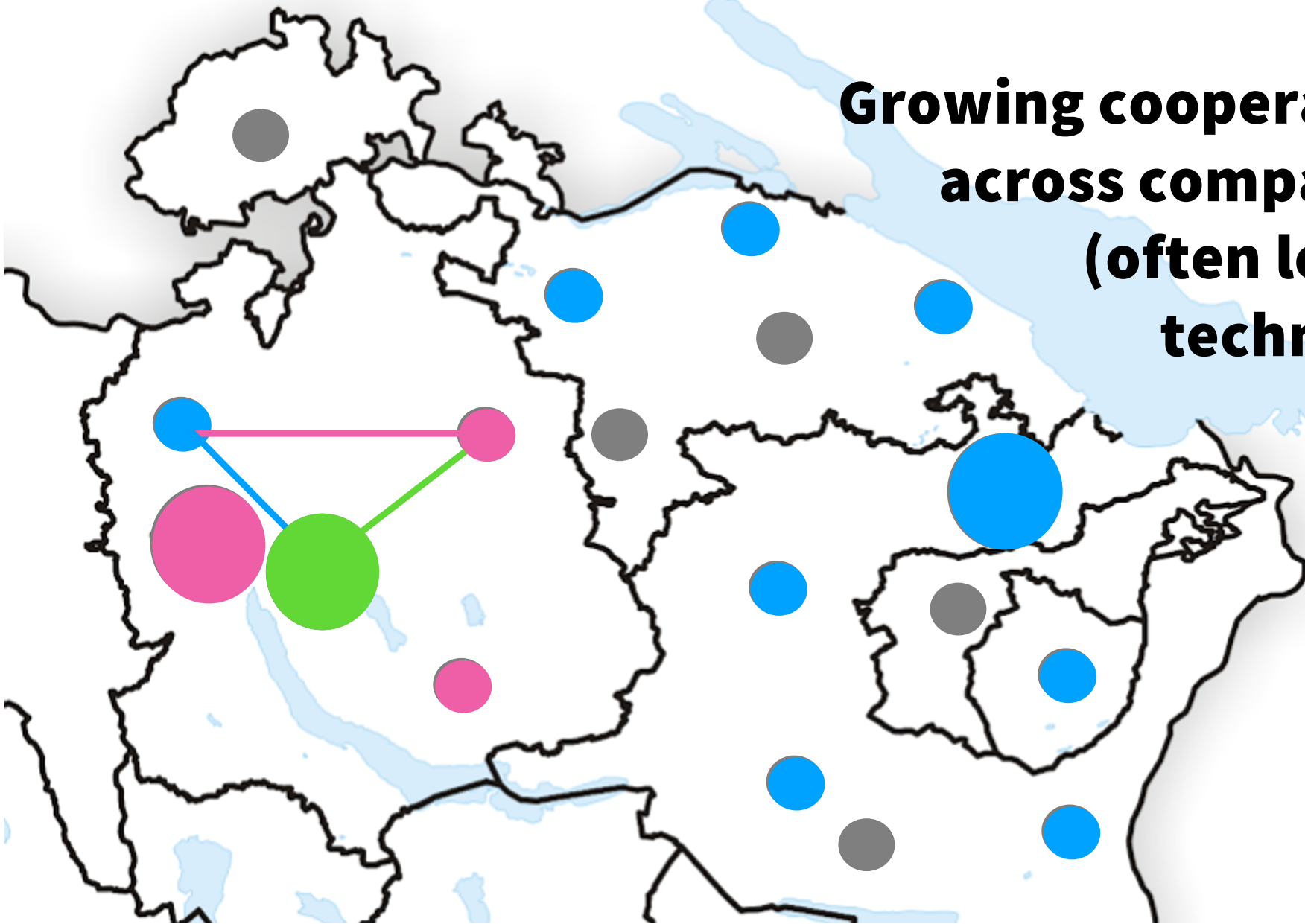
What we notice

**Fast growing cooperation
within companies
(mainly stories)**



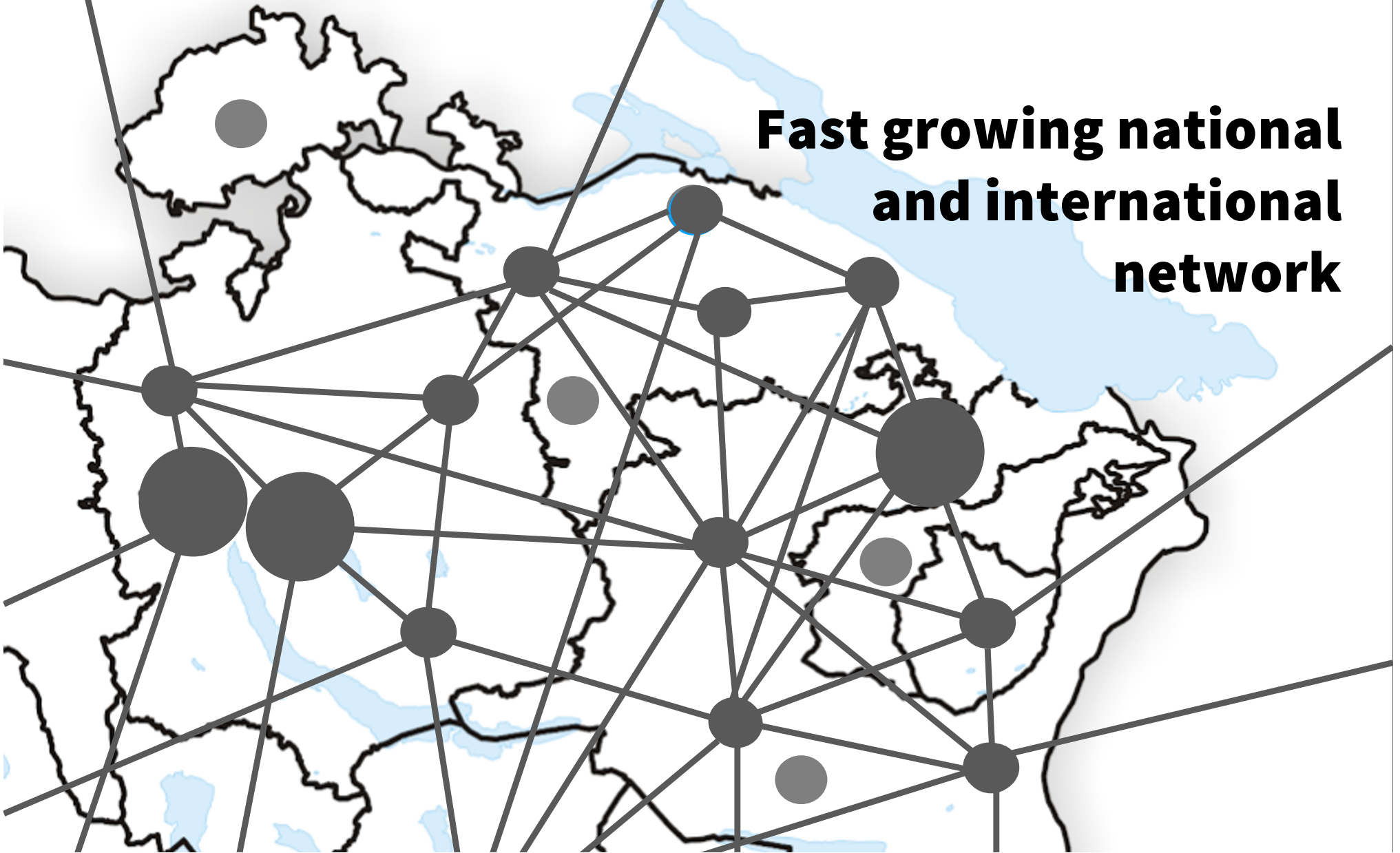
What we notice

**Growing cooperation
across companies
(often legal /
technical)**



What we notice

**Fast growing national
and international
network**



Thank you!

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