



Silence Hate European Media Camp

Monday 23 - Friday 27 April 2018

Venue: Royal National Hotel, London, UK

With experienced trainers, experts in multimedia production and media campaign development. Number of participants: 30 (print, online and audio-visuals professionals, social activists, bloggers). **Guest speakers: Migrants, refugees, documentary film maker, campaigner, journalism experts.**

Aims and Objectives

- Exchange best practices and create innovative and alternative media products (journalistic and media campaigns) related to countering online hate speech towards migrants and refugees;
- Strengthen collaboration and networking between different sectors – journalism, blogosphere, civic activism - in order to overturn the negative image of migration in the EU;
- Embrace the techniques of Inclusive Journalism while benefiting from intercultural exchange and participatory methodologies;
- Produce model feature materials and media campaign concepts to enhance public understanding of migration;
- Plan the post-camp projects, series of stories and mini-campaigns under the mentorship of experienced journalism trainers and media campaigners;

Expected Results

By the end of the workshop: the participants - working in teams or as individuals - are expected to:

- have conceptualised and planned at least 10 media products/campaigns about migration issues for implementation following the camp;
- feel confident about their approach to researching and producing material about migrants and refugees;
- feel confident in responding to the ethical challenges associated with reporting of 'the other';
- be aware of the problems and pitfalls associated with media coverage of migration;
- have developed useful contacts and networks to enhance their careers and output;

By the end of the post-camp mentoring & production phase:

The camp will be followed by mentoring and sub-granting for content production; at least 10 media products/campaigns about migration issues to be produced following the media camp.

DRAFT AGENDA

Day 1: Monday 23 April

- 9.30 – 9.45** **REGISTRATION, Welcome**
- 9.45 – 10.00** **Introduction by Trainers - David Hands (Director, Editor), Ricardo Gutierrez (EFJ), Dasha Ilic (MDI)**
- 10.00 – 11.00** **Exercise (Participants Introduce themselves in an innovative way - 2 minutes each)**
- 11.00 – 11.15** Coffee/Tea Break
- 11.15 – 12.30** **Reporting Migration – New approaches, new narratives (Innovative ways of storytelling)**
- 12.30 – 13.00** **How to successfully campaign against hate (Deconstructing stereotypes on social media)**
- 13.00 – 14.00** Lunch
- 14.00 – 15.00** **Managing Trolls by Nika Jelendorf, Get the Trolls Out (tools, software and principles for tackling online hate speech)**
- 15.00 – 15.30** **Practical Exercise**
- 15.30 – 15.45** Coffee/Tea Break
- 15.45 – 16.30** **The Messenger (award-winning podcast)**
- 16.30 – 17.00** **Discussion/Feedback Session**
- 19.00** Group Dinner

Day 2: Tuesday 24 April

09:00 – 10:00 **Five-Point Test for Hate Speech by Tom Law** (Ethical Journalism Network)

10:00 – 11.15 **Parallel Sessions**

GOOGLE NEWS LAB Introduces a Range of Digital Tools for Journalists and Social Activists **by Matt Cooke TBC**

DIGITAL TOOLS and SOCIAL MEDIA (Writing and posting on Social Media, Visual Communication, Comments) - Introducing useful tools for CSOs campaigns; Defining target audience

11.15 – 11.30 Coffee/Tea Break

11.30 – 13.00 **MAKING OF A FILM (Producing Visuals and Video Campaigning** - Production and Video Making; Smart Phones and Camera shooting, editing software, Length and Promotion).

13:00 – 14:00 Lunch

14.00 – 15.30 **Diversity Panel with Migrants & Refugees**

15.30 – 16.00 Coffee/Tea Break and NETWORKING

16.00 – 17.00 **Final Media Projects – Brainstorming Session** (Working in groups and individually to develop ideas, features, campaigns, projects)

Day 3: Wednesday 25 April

09.00 – 09.30 **Editorial meeting**

09.30 – 11.00 **Tackling Hate on Twitter** by Nick Pickles TBC

11.00 – 11.15 Coffee/Tea Break

11.15 – 13.00 **Speed Dating with David, Ricardo and Dasha** (Development and feedback session on the final project ideas)

13.00 – 14.00 Lunch

14.00 – 15.30 **Group Work** (Final Projects Prep)

15.30 – 15.45 Coffee/Tea Break

15.45 – 17.00 **Group Work** (Final Projects Prep)

Day 4: Thursday 26 April

- 09.00 – 09.45 Catch up session
- 09.45 – 11.15 **Parallel Sessions:**
- Examples of counter narrative campaigns**
Creating Web Docs – Innovative Storytelling/Visuals Online
Podcast Production
- 11.15– 11.30 Coffee/Tea Break
- 11.30 – 13.00 **Guest Speaker TBC**
- 13.00 – 14.00 Lunch
- 14.00 – 15.30 **Trouble-shooting Session**
- 15.30 – 15.45 Coffee/Tea Break
- 15.45 – 17.00 **Work on Final Projects Ideas**

Day 5: Friday 27 April

- 09.00 – 11.00 **Work presentations (Pitching Ideas, Presenting Group or Individual work; Feedback by trainers)**
- 11.00 – 11.15 Coffee/Tea Break
- 11.15 – 13.00 **Work presentations**
- 13.00 – 14.00 LUNCH
- 14.00 – 15.15 **Conclusion of the Workshop/Lessons Learnt/Future Plans**
- 15.15 – 15.30 Coffee/Tea Break
- 15.30 – 16.30 **Conclusion of the Workshop/Lessons Learnt/Future Plans**



The European Media Camp is realized within the project “**Silence Hate. Changing words changes the world**”, promoted by COSPE, Amnesty International Italy and Poland, Cyprus Community Media Centre (CCMC), European Federation of Journalists (EFJ), KARPOS, Media Diversity Institute (MDI) and Zaffiria. It is co-funded by the *Rights, Equality and Citizenship (REC) Programme of the European Union*.