

## Hostwriter Trainings and Workshops

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**Hostwriter gUG (limited liability)**

**District Court** Hamburg  
Company Registry: HRB 129750  
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**Supervisory Board**

Chairwoman:  
Jutta Freifrau v. Falkenhausen  
Vice chairwoman:  
Maren Heltsche

## Trainings for Journalists

Would your journalist group or newsroom like to have the latest training on methods to help them collaborate better on stories? Does your publication or organization have an interest in improving the quality of reporting on global topics?

Whether the issue is migration, climate change or international crime: in the connected world of the 21st Century, events have effects around the globe. Stories cross borders, journalists should, too. And in order to tell the whole story, journalists need to work together.

Hostwriter's "Cross-Border Journalism Trainings" combine two complimentary modules: First, they guide participants through the steps of the Cross-Border Journalism Method that was developed by our partner, Brigitte Alfter from Arena for Journalism in Europe, who wrote the book *Cross-Border Collaborative Journalism: A Step-by-Step Guide* (Routledge 2019). Second, they introduce the concept of Cross-Border Journalism as a Mindset that sheds light on collaboration as a tool to overcome Western bias within the global news narrative. The module is based on Hostwriter's collaborative book project *Unbias the News. Why Diversity Matters for Journalism* (CORRECTIV 2019).

Money should never be an issue when it comes to improving the quality of journalism. We offer reduced rates based on organizational needs. Contact us to discuss.

If you are interested in having someone from Hostwriter present a workshop or training for your group, here are the various options we offer (either in person or as a live Webinar):

### Hostwriter

- Introduction to Hostwriter (including HostWIRE) – 1.5 hours

### Cross-Border Journalism Trainings

- Cross-Border Journalism at a Glance (including Method & Mindset) – 2.5 hours
- Cross-Border Journalism Deep Dive (including Method & Mindset) – 4 hours
- Cross-Border Journalism Master Class – 2 days

### Entrepreneurial Journalism

- Branding for Journalists – 1.5 hours
- Community Building from Scratch – 1.5 hours
- Fundraising for Journalists – 1.5 hours

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## Workshop 1: Introduction to Hostwriter (1.5 hours)

Hostwriter is an open network that helps journalists to easily collaborate across borders. The workshop is perfect for groups of journalists or journalism students who are interested in expanding their network of contacts and in being connected to a wealth of collaboration opportunities.

You get an overview of Hostwriter that covers:

- The history of the organization, its mission, and its current programs and activities
- A demonstration of the Hostwriter platform, showing how searches work, the types of journalists on the network and how the profiles are set up
- A tour of the HostWIRE chatroom, a global crowdsourcing tool where journalists can interact quickly and easily with other Hostwriter members, enabling them to find and share journalism knowledge and resources
- Tips on how to get the most out of the HostWIRE chatroom and opportunities sent through the Hostwriter platform
- Information about how journalists can join the network
- Question & answer session with participants

Honorarium: €150.00 plus travel costs (if outside of Berlin)

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## Workshop 2: Cross-Border Journalism at a Glance (including Method & Mindset) (2.5 hours)

Hostwriter's "Cross-Border Journalism Trainings" combine two complimentary modules. In the first module, participants are guided through the steps of the Cross-Border Journalism Method that was developed by our partner, Brigitte Alfter from Arena for Journalism in Europe, who wrote the book *Cross-Border Collaborative Journalism: A Step-by-Step Guide* (Routledge 2019).

In the second module, we introduce participants to the concept of Cross-Border Journalism as a Mindset, which sheds light on collaboration as a tool to overcome Western bias within the global news narrative. The module is based on Hostwriter's collaborative book project *Unbias the News. Why Diversity Matters for Journalism* (CORRECTIV 2019).

Because the workshop also offers an overview of the Hostwriter network, it's also suitable for groups of journalists or journalism students who are interested in expanding their network of contacts and in being connected to a wealth of collaboration opportunities.

You get an overview of the Cross-Border Journalism Method that covers:

- The 7 steps of the Cross-Border Journalism Method
- Descriptions of the types of stories that can be cross-border stories
- Tips on how to create a research plan

You also get an overview of Cross-Border Journalism as a Mindset that includes:

- A "Journalism Privilege Walk" exercise
- Explanation of "unconscious bias" and the types of bias encountered in journalism
- Tips for journalists to "unbias" their journalism practice
- Question & answer session with participants.

Additionally, you get a brief overview of Hostwriter that covers:

- The history of the organization, its mission, and its current programs and activities
- Information about how journalists can join the network
- How you can use Hostwriter as part of a cross-border, collaborative project

Honorarium: €350.00 plus travel costs (if outside of Berlin)

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## Workshop 3: Cross-Border Journalism Deep Dive (including Method & Mindset) (4 hours)

Hostwriter's Cross-Border Journalism Deep Dive workshop combines two complimentary modules. In the first module, we offer a deep dive into the steps of the Cross-Border Journalism Method that was developed by our partner, Brigitte Alfter from Arena for Journalism in Europe, who wrote the book *Cross-Border Collaborative Journalism: A Step-by-Step Guide* (Routledge 2019). This is perfect for journalists who are interested in learning new skills in an interactive workshop and improving their ability to work on international teams.

In the second module, we provide a deep dive into Cross-Border Journalism as a Mindset, which module raises awareness on how bias, discrimination, and "the view from nowhere" can shape media coverage for the worse, and what can be done to counteract bias in cross-border collaborative teams. The module is based on Hostwriter's collaborative book project *Unbias the News. Why Diversity Matters for Journalism* (CORRECTIV 2019).

Because the workshop also offers an overview of the Hostwriter network, it's also suitable for groups of journalists or journalism students who are interested in expanding their network of contacts and in being connected to a wealth of collaboration opportunities.

You get a detailed examination of the Cross-Border Journalism Method that covers:

- The 7 steps of the Cross-Border Journalism Method
- Descriptions of the types of stories that can be cross-border stories
- Tips on how to create a research plan

You also get a detailed look at Cross-Border Journalism as a Mindset that covers:

- A description of unconscious bias and how it affects newsrooms
- A look at examples from Hostwriter's book, *Unbias the News: Why diversity matters for journalism*
- Solutions on how journalists can be aware of their own biases and how a "cross-border mindset" can help improve reportage

In addition to the above, the Deep Dive workshop includes multiple exercises that:

- Enable participants to experience setting up a cross-border journalism team to report on a specific topic (Note: no actual research reportage will occur in the workshop)
- Help participants uncover their own unconscious biases

You also get an overview of Hostwriter that covers:

- The history of the organization, its mission, and its current programs and activities
- A demonstration of the Hostwriter platform, showing how searches work, the types of journalists on the network and how the profiles are set up
- Information about how journalists can join the network
- How you can use Hostwriter as part of a cross-border, collaborative project

Honorarium: €400.00 plus travel costs (if outside of Berlin)

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## Workshop 4: Cross-Border Journalism Master Class (2 days)

For journalism schools, institutions and newsrooms, we offer a Master Class for participants interested in gaining hands-on experience at putting together a cross-border story.

Hostwriter's "Cross-Border Journalism Master Class" includes two days of in-class lessons and exercises on the topic of Cross-Border Journalism and combines two complimentary modules.

In the first module, participants are guided through the steps of the Cross-Border Journalism Method that was developed by our partner, Brigitte Alfter from Arena for Journalism in Europe, who wrote the book *Cross-Border Collaborative Journalism: A Step-by-Step Guide* (Routledge 2019).

In the second module, we introduce participants to the concept of Cross-Border Journalism as a Mindset, which sheds light on collaboration as a tool to overcome Western bias within the global news narrative. The module is based on Hostwriter's collaborative book project *Unbias the News. Why Diversity Matters for Journalism* (CORRECTIV 2019).

Participants will form teams and develop a cross-border story from idea-creation, to research planning, and research, resulting in a solid foundation to start a collaborative, cross-border story.

The Master Class will be tailored to the needs, interests and previous experience of your group.

The Master Class includes exercises and segments such as:

- The 7 steps of the Cross-Border Journalism Method
- The "privilege walk" – showing the subtle yet important effects of bias on journalists
- Audio and video elements
- Case studies of obstacles journalists face

The Master Class will also include such elements as:

- Breakout group exercises to help participants find ideas for stories
- Checklists and templates for putting together a research project
- Tips to mitigate common challenges in research teams
- Intercultural collaboration skill development

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## Workshop 5: Branding for Journalists (1.5 hours)

Journalists are good at what they do – writing articles or producing reportage. But many journalists and freelance writers don't always understand how to market themselves and their skills to ensure a steady stream of income from their reports.

The concept of branding isn't just something for big corporations or social media influencers. There are relevant branding tactics that can help journalists and freelance writers become better known in their niche.

This workshop is also suitable for groups of journalism students who are interested in understanding how to brand themselves before they enter the job market.

You get an introduction to branding that covers:

- Why branding is important – even for journalists
- The elements to establish a “brand image” as a journalist
- Tips for integrating these branding elements into social media profiles

You also get a discussion of case studies covering:

- How to successfully integrate your social media and your website
- Ways to showcase your expertise via social media – especially if you have a niche
- The pros and cons of websites vs. online portfolios for listing work samples

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## Workshop 6: Community Building from Scratch (1.5 hours)

How do you build a journalism community out of an idea? Whether an organization has fewer than 50 members or more than 10,000 – the struggle to truly engage with members takes up a significant amount of time and effort.

There are a variety of strategies that organizations can use to build a community – both internally with members and externally with the greater field of journalism.

Hostwriter's core mission as a peer-to-peer, member-based organization is to bring journalists together to enable cross-border collaborations. In this workshop, we present our own best practices and lessons learned from building our network of more than 4,700 journalists in 150+ countries.

From social media activities to open source chatroom tools, this workshop will help journalism organizations understand the wealth of opportunities that exist for community-building.

You get ideas for community-building on social media, including:

- Content generation
- Strategies for engagement
- Celebrating and nurturing your members and success stories

You also get ideas for community-building within your membership, including:

- Newsletters and email lists
- Chatrooms and other platform tools
- In-person events
- The importance of a Code of Ethics

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## Workshop 7: Fundraising for Journalists (1.5 hours)

Journalists understand the difficulties of working on a project for months and not getting paid until after a reportage is published. It's a tough cycle. And the time between publications can be unpredictable. It's important to be prepared for the fundraising aspect as part of any journalism project.

There are lots of resources that journalists can turn to for funding – including fellowships and stipends, grants and awards. The main problem is figuring out how to find all of the resources that are out there. This workshop addresses the dos and don'ts of fundraising.

This workshop is also suitable for groups of journalism students who are interested in understanding the funding resources that are out there before they enter the job market.

You get information on where to find sources of funding, such as:

- Foundations and charitable institutions
- Journalism organizations
- Government agencies

You also get insights into the process of fundraising, for example:

- Tips for how to get on the radar of funders
- Dispelling some myths about elevator pitches
- The power of networking and persistence

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