

THE MEDIA MAKERS FELLOWSHIP

20th April - 25th May 2024
PROGRAM REPORT



★ Via News Didi ★

ABOUT THE PROGRAM

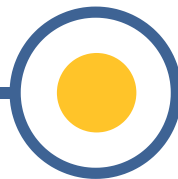
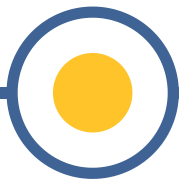
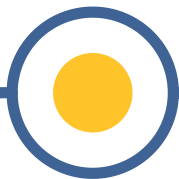


- ✓ At MMF, students undergo 6 weeks of (online) training with journalists and media professionals.
- ✓ They learn to create diverse media like podcasts, videos, feature articles and photo-essays.
- ✓ Students work with like-minded teen creators to tell stories that matter to them. **MMF is all about media for teens, by teens!**

Nov 2021
Pilot

Oct 2022
Edition 1

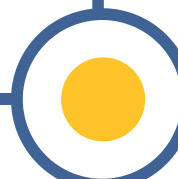
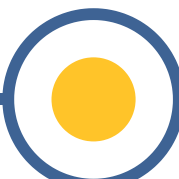
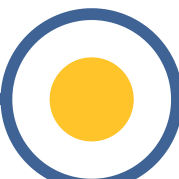
Apr 2023
Edition 2



April 2024
Edition 5

Nov 2023
Edition 4

July 2023
Edition 3



IN NUMBERS



28
students



13
schools



6
masterclasses

OUR STUDENTS CREATED



5
editions of a student
led program zine



61
articles



27
podcast episodes



18
video stories



10
photo essays

OUR MEDIA MENTORS

Our Media Mentors are award winning journalists, experienced media professionals and incredibly talented individuals.

Here's what they do at MMF:

- Facilitate weekend masterclasses
- Consult on curricula and design sessions
- Guide students on their project ideas
- Inspire our teen creators!



Ketaki Desai

Senior Correspondent,
Times of India



Neera Majumdar

Editorial Lead
CEEW



Vandana Menon

Senior Writer,
The Print



Anirban Chowdhury

Executive Producer,
The Morning Brief



Ritayan Mukherjee

Independent
Photographer



Shreya Katyayini

Senior Video Editor,
PARI

OUR LEARNING PARTNERS

Our Learning Partners are digital content creators who make a positive impact in society through their work.

Students get an opportunity to interview them and learn what it takes to create content that can inspire change!



Sofia Ashraf

Filmmaker



Nikhil Taneja

Co-Founder @ Yuva



Rohan Chakravarty

Creator@
Green Humour



Dr. Pritha Dasmahapatra

Content Creator
@tiptopped



Sai Kumar S

Creator-in-Chief @
On The Ground



Surabhi Yadav

Founder @ Sanjhe Sapna
and Women at Leisure



Dhiraj Takri

Content Creator
@engfluencer



Navya Singh

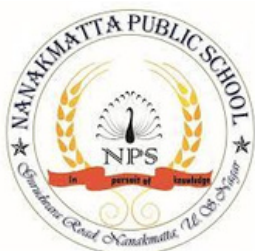
Founder & Creator
@News with Navya



Dr. Ruchika Sharma

Historian & Creator
@Eyeshadow and Itihass

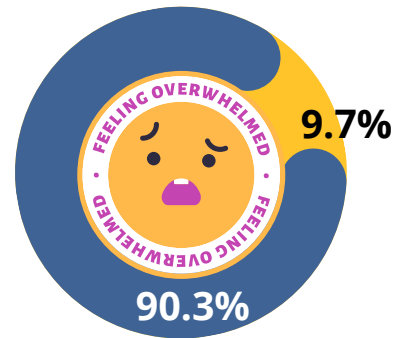
OUR STUDENT JOURNALISTS COME FROM:



KEY LEARNINGS & IMPACT

01

90.3% of our student cohort reported feeling overwhelmed by the amount of media they consume.



02

There was an improvement in students' technical skills over the course of the program



% of students confident of creating a photo essay

32.3%



Before the Program

87.5%



After the Program



% of students confident of creating a podcast

16.1%



Before the Program

100%



After the Program



% of students confident of creating a video story

19.4%



Before the Program

70.8%

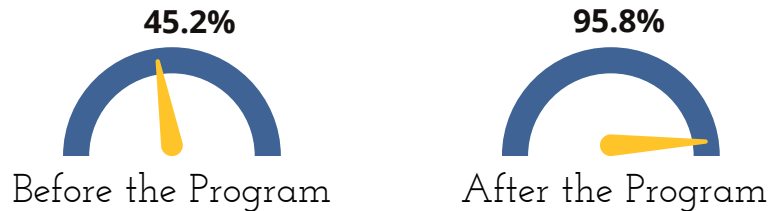


After the Program

03

There was an improvement in students' ability to write feature articles over the course of the program

% of students capable of writing a feature article



04

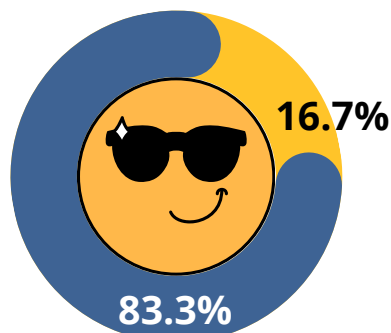
There was an improvement in students' ability to create a profile

% of students capable of creating a profile

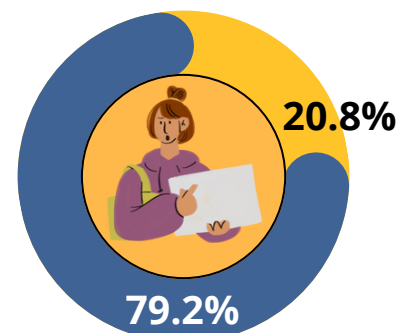


05

The MMF Program made great strides towards strengthening citizen advocacy and journalism



% of students confident of expressing themselves through diverse media



% of students confident of creating media to advocate for change

PROGRAM HIGHLIGHTS

Week 1 *Interviewing 101*

Mentor: Ketaki Desai



Ketaki Desai

Senior Correspondent,
Times of India

In our Interview Masterclass, students learn to conduct interviews effectively - a basic skills for all sorts of content creation. They are introduced to the several aspects of interviewing, from selecting questions to body language

Student Creations: Saachi interviewed Prabhakar Mundukur, a former member of the iconic rock band, the Savages. Read her trip down memory lane to the 1960s [here](#).

From a student journalist:

Thank you so much for making this session so insightful and warm for us! It's only my first session today and I'm full of energy and my mind's racing with how I want to design my interview.

TOP 3 Takeaways according to our students

Make the interviewee feel heard, understood and engaged.

The importance of open ended and closed ended questions

Construct questions for the interview from 3rd person perspective

Students' Top Pick

66.7% of students voted Interviewing 101 as their favourite masterclass!

PROGRAM HIGHLIGHTS

Week 2 Podcasting 101

Mentor: Anirban Chowdhury

In our podcasting Masterclass, Anirban takes students behind-the-scenes to explain the process of conceptualising and scripting a podcast and even gives students feedback on their podcast ideas.

Student Creations: Sia created her podcast, 'That Reader Feeling', where she began by reviewing her favourite book, The Covenant of Water. Give it a listen [here](#).

From a student journalist:

"I'm a yapper and it's fun to talk about something that most people could hear whenever they're on a go not to have to spend moments reading."



Anirban Chowdhury
Executive Producer,
The Morning Brief

TOP 3 Takeaways according to our students

Script the podcast like you're talking to someone

Structure your podcasts to ensure they're not dry

Use voice modulation and tone while creating a podcast

Students' Top Pick

54.2% of students voted podcast as their favourite assignment to work on!

PROGRAM HIGHLIGHTS

Week 3 *Opinion Writing*

Mentor: Neera Majumdar

Our Opinion Writing masterclass with Neera is a favourite across cohorts! Students learn what it takes to write a compelling opinion piece including a unique 3-part writing process.

Student Creations: Pradnya looks at the gendered nature of domestic work, and argues that household skills should be taught to all, regardless of gender to promote independence. Read [here](#).

From a student journalist:

"I loved how they used live examples to portray how to make an opinion article, also the pre-work they used was awesome."



Neera Majumdar
Editorial Lead
CEEW

TOP 3 Takeaways according to our students

Differentiating
between opinion and
fact

Strengthening
opinions using data
and anecdotes

Opinions can be
controversial & change
over time-
Your opinion matters!

PROGRAM HIGHLIGHTS

Week 3 *Photo Journalism*

Mentor: Ritayan Mukherjee

In our Photo Journalism Masterclass, students learn to tell engaging stories using photographs. Our media mentor guides students to capture great pictures of people, places and events around them to tell meaningful stories.

Student Creations: Ankita created a photo essay, where she chronicled the daily routine of her and her mother heading to the bhaji mandai to buy vegetables. Check it out [here](#).

From a student journalist:

“Previously I’ve only engaged myself with reading and writing long articles... now that I have learned more about different media types like photo essays, I think there is so much scope for me to be creative while expressing myself through these diverse media forms and can be equally effective.”



Ritayan Mukherjee

Independent
Photographer

TOP 3 Takeaways according to our students

Don't leave your subject behind once you're done with your piece

How to make different scenes flow together to tell a story

Creating captions that go beyond a visual description

This was our first cohort with a masterclass on Photo Journalism!

PROGRAM HIGHLIGHTS

Week 4 *Video Journalism*

Mentor: Shreya Katyayini

In our Video Masterclass, students explore everything from camera angles to storyboarding. With insights from our media mentor, students critically analyse diverse video stories to identify key elements of a great video story.

Student Creations: Saachi created a video essay interweaving interviews her grandfather, who lived through the Goan freedom struggle, with photos from pre-liberation Goa [here](#).

From a student journalist:

"I really enjoyed how Shreya ma'am was able to teach us how to make a story compelling enough for the viewers and what are the required steps to fulfil this like knowing and arriving at our topic, identifying your character and how to conduct a pre-interview of the person we'll be making a video story on"



Shreya Katyayini
Senior Video Editor,
PARI

TOP 3 Takeaways *according to our students*

Camera angles,
backgrounds, editing
and B-rolls

The importance of, and
how to conduct pre-
interviews

Making the video
subject comfortable and
open to questions

PROGRAM HIGHLIGHTS

Week 5 *Features Writing 101*

Mentors: Vandana Menon

In our Features Masterclass, journalism meets storytelling! Students turned their diverse story ideas into human interest features, news features and profiles, using tips and tricks shared by our media mentors.

Student Creations: During Interview Day, Aadya interviewed Sofia Ashraf, and created a profile on her, looking at the links between identity and activism. Read her feature [here](#).

From a student journalist:

"It was wonderful to learn writing feature profiles from (Vandana). The tip (she) shared to observe the small details like the 5 senses will surely help us learn how the individual is in real life. That will surely make our pieces even more wonderful!"



Vandana Menon
Senior Writer,
The Print

TOP 3
Takeaways
according to
our students

"Use all 5 senses while interviewing"

The devil is in the details!

How to cover a story from a specific angle

PROGRAM HIGHLIGHTS

Week 5 Interview Day

The Fellowship culminated with our students using the skills they learnt over the first 5 weeks, at Interview Day. They interviewed one of 9 award winning content creators and made a profile for each of them

From a Student Journalist:

"Interview day was quite good for me... this was my first time interviewing a professional person. Initially... I was nervous but...the place was so informal that I felt comfortable and it was quite good to listen to the entire journey of a person as to how he reached where he is today."

TOP 3 Takeaways

*according to
our students*

How to combat hate
and negativity

Do what you like, something
you are passionate about.

The importance of being
curious and standing up for
your opinion

SO WE HEAR

I enjoyed the sessions because the teachers, interns, and facilitators are all cool. They act like they are our friends; it actually feels good to talk to them. They explain everything in depth and talk very politely. Basically, I love everything. I love the session just because of VND's team.

**-Kritika, Grade 12, Rajkiya Pratibha
Vikas Vidhyalay**

I enjoyed doing all the assignments because in each assignment I learned to present information in a different medium. Each assignment improved my skills like time management, writing, critical thinking, communication, etc.

**-Amandeep, Grade 12, Nanakmatta
Public School**

Being an intern at MMF is very fulfilling. Because of the fellowship I've met many like-minded people but also people who have different opinions from me. I also got to polish my skills, as I was required to interview, write articles etc. It really made me better as a person, it's a wonderful feeling.

-Parnika, Intern, Grade 12

The diverse media that students create allows them to start seeing more stories around things that they may have overlooked before.

They are becoming more observant and critically looking at things.

**-Nilabja, Facilitator,
Teach for India Fellow**

EXPLORE THE VIA NEWS DIDI NETWORK

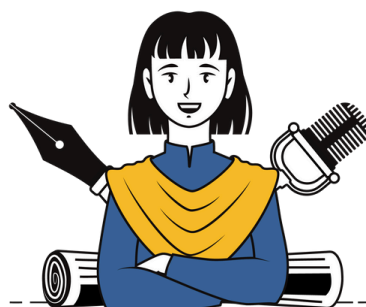
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