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Description automatically generatedGrow your audience:

Tell a story on multiple platforms!

Are you a journalist who wants to better understand the latest audience trends and challenges of media in the digital age? Do you want to create tailored content for mobile consumption or engage your audience through powerful, multi-platform journalistic stories?

As a part of the *Strengthening Quality News and Independent Journalism in the Western Balkans and Turkey* project, Thomson Media has launched an online course on multi-platform journalism. The course is your starting point to think and work across multiple platforms, creating engaging journalistic content for a larger audience.

Through the course, you will learn how technology has forever changed the world of media. You will find out how to better engage your audience as it is shifting towards new kind of content, formats and platforms. The course will give you the tools to adapt your production to match the type of content your audience is expecting.

Finally, you will learn how media organisations should react to these changes and what are the current best practices for targeting audiences on different platforms.

**WHAT YOU WILL LEARN:**

* How technology drives media content consumption;
* Audience expectation on different platforms;
* What can you do to adapt to the changing habits of the audience;
* How to create and customize media content for multiple platforms.

The online course is hosted by Thomson Media and has been developed by [Aleksandar Manasiev](https://www.linkedin.com/in/aleksandar-manasiev-70067649/)**,** an experienced journalist, trainer and media consultant from the Balkans who in the past four years worked as editor in chief of the digital media [Vidi Vaka](https://vidivaka.mk/).

The course also features [Chris Birket](https://www.linkedin.com/in/chris-birkett-4b25a410/?originalSubdomain=uk), a media executive and consultant specialising in newsroom leadership and breaking news in TV, radio and digital who was involved in multiple channel and product launches across the continents, including Sky News and BBC News Channel.

It also includes contributions from:

[Bojan Cvejic,](https://www.linkedin.com/in/bojan-cvejic-6b64947a/) executive director and editor in chief of *Danas* print daily who managed successful transformation of *Danas* to one of the most read online media.

[Mite Kuzevski](https://mk.linkedin.com/in/kuzevski), executive director of IDEA Foundations and one of the founders of Vidi Vaka, one of the most successful online media in Macedonia.

[Elira Kadriu](https://citizens-channel.com/author/elira-kadriu/), experience multimedia journalists for Citizen Channel in Albania who follows trends and best practices in production of content for different media platforms.

**Enrol now:** Get a certificate and become a multi-platform journalist!

**Access the course in Macedonian:** [Новинарство на повеќе платформи - почетен курс](https://bit.ly/3jV82sF)

**Access the course in Serbian/Bosnian:** [Multiplatformsko novinarstvo – početni kurs](https://bit.ly/30WBmpN)

**Access the course in Albanian:** [Gazetaria për multi-platforma - Kurs Fillestar](https://thomsonfoundation.edcastcloud.com/learn/gazetaria-per-multi-platforma-kurs-fillestar-self-paced)

For more information about our online course on mobile journalism please contact Maja Vasic-Nikolic at [majavn@thomsonfoundation.org](mailto:majavn@thomsonfoundation.org).

*The course is organized in the framework of the*[Strengthening Quality News and Independent Journalism in the Western Balkans and Turkey](https://cmds.ceu.edu/projects/strengthening-quality-news-and-independent-journalism-western-balkans-and-turkey)*project, which is implemented by BIRN Hub in partnership with*[Thomson Media gGmbH](http://www.thomsonfoundation.org/thomson-media/)*(TM), the*[International Federation of Journalists](https://www.ifj.org/)*(IFJ), the*[European Broadcasting Union](https://www.ebu.ch/home)*(EBU), Central European University (*[Center for Media, Data and Society](https://cmds.ceu.edu/)*at CEU), the*[Media Association of South-East Europe](https://www.facebook.com/MediaAssociationSEE/)*(MASEE), the*[Center for Investigative Journalism of Montenegro](http://www.cin-cg.me/)*(CIN CG), the*[Independent Trade Union of Journalists and Media Workers in Macedonia](https://ssnm.org.mk/)*(SSNM),*[BIRN Albania](http://birn.eu.com/network/birn-albania/)*and*[BIRN Serbia](http://birn.eu.com/network/birn-serbia/)*.*

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